PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 12-18, 1988

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING																									
A DIFFERENT WORLD(R)	A	18.2	.1	30	1645	1632	305	264	102	727	321	519	415	294	173	403	193	300	246	164	76	194	116	309	207
THU 8.30P 30 NBC 1	B	18.2	.1	30	1645	1632	305	264	102	727	321	519	415	294	173	403	193	300	246	164	76	194	116	309	207
210 98 CS 45	C~	22.2	.3	37	2007	1752	341	287	102	796	318	516	448	327	231	455	198	308	267	190	115	200	114	298	194
ABC MOVIE SPECIAL(S,R)	A	10.4	.0	19	940	1580	258	213	82	648	257	419	368	270	191	567	236	394	359	258	146	157	82	208	131
SAT 9.00P 120 ABC																									
211 98 FF																									
CALIFORNIA GIRLS																									
9.00 - 9.30	A	9.1	.1	17	823	1542	228	184	72	622	209	367	345	260	217	567	234	382	347	246	154	149	79	204	122
9.30 - 10.00	A	10.8	.1	20	976	1576	239	199	76	631	248	403	353	254	198	576	251	405	370	251	139	160	87	208	133
10.00 - 10.30	A	11.1	.0	20	1003	1606	273	227	86	657	278	444	377	271	176	572	242	404	369	262	144	165	87	213	139
10.30 - 11.00	A	10.7	.0	20	967	1574	286	234	90	672	283	451	389	291	177	547	212	380	345	269	145	150	75	204	127
ABC THURSDAY NIGHT MOVIE(R)	A	10.2	.3	17	922	1587	256	203	70	625	235	394	344	288	189	677	277	485	460	328	134	114	37^	171	105
THU 8.30P 150 ABC 1	B	10.2	.3	17	922	1587	256	203	70	625	235	394	344	288	189	677	277	485	460	328	134	114	37^	171	105
212 98 FF 12	C~	8.7	.1	16	786	1539	292	219	68	784	207	391	385	382	329	537	176	316	308	255	179	89	45	129	84
THE SPY WHO LOVED ME																									
8.30 - 9.00	A	7.8	.4	13	705	1548	221	172	67	584	194	361	314	280	189	600	221	404	395	300	150	111	49^	252	155
9.00 - 9.30	A	9.8	.3	16	886	1614	259	210	78	619	243	403	352	278	173	670	285	481	466	314	128	126	49^	200	127
9.30 - 10.00	A	10.5	.3	18	949	1614	265	212	74	646	254	416	362	290	181	688	289	504	475	333	124	119	37^	162	105
10.00 - 10.30	A	11.3	.3	20	1022	1567	256	203	62	622	228	382	338	294	194	691	285	502	469	338	130	111	29^	143	86
10.30 - 11.00	A	11.7	.3	22	1058	1574	265	210	69	638	245	398	346	290	201	703	286	506	473	343	141	106	27^	127	69
ALF(R)	A	14.3	.1	24	1293	1655	272	235	85	682	256	433	359	278	221	365	177	266	232	153	75	203	109	404	258
MON 8.00P 30 NBC 1	B	14.3	.1	24	1293	1655	272	235	85	682	256	433	359	278	221	365	177	266	232	153	75	203	109	404	258
209 99 CS 48	C~	16.7	.2	28	1510	1850	312	265	99	718	304	494	429	297	181	498	241	387	335	214	87	214	104	418	271
AMERICA'S MOST WANTED	A	7.3	.1	12	660	1683	420	362	88	728	343	556	491	320	118	643	297	500	435	301	108	151	77	162	104
SUN 8.00P 30 FOX 1	B	7.3	.1	12	660	1683	420	362	88	728	343	556	491	320	118	643	297	500	435	301	108	151	77	162	104
133 89 OP 23	C~	6.7	.0	13	606	1730	359	311	106	694	320	518	422	300	150	655	317	525	442	299	102	164	79	185	109
BARBARA WALTERS SPECIAL(S)	A	16.4	.1	26	1483	1557	383	324	102	808	361	566	488	311	204	463	213	338	309	191	96	121	71	165	116
TUE 9.00P 60 ABC																									
220 97 CC																									
9.00 - 9.30	A	16.2	.2	26	1464	1568	374	320	94	780	352	550	472	298	196	454	214	336	301	182	92	143	84	190	136
9.30 - 10.00	A	16.7	.2	26	1510	1538	389	325	108	831	368	578	501	322	211	468	210	338	315	199	98	99	58	140	96
BEYOND TOMORROW	A	3.4	.1	6	307	1504	272	211	63^	581	188	329	290	292	206	618	248	436	430	326	105^	129^	62^	177	131^
SAT 9.00P 60 FOX 1	B	3.4	.1	6	307	1504	272	211	63^	581	188	329	290	292	206	618	248	436	430	326	105^	129^	62^	177	131^
121 83 DO 2	C	3.7	.1	7	334	1609	257	210	63^	634	226	381	340	298	214	679	275	491	481	352	120	151	43^	144	112
9.00 - 9.30	A	3.6	.1	7	325	1487	272	209	71^	585	191	323	277	291	220	599	264	436	413	293	94^	126^	65^	177	127^
9.30 - 10.00	A	3.2	.1	6	289	1524	272	213	53^	576	185	335	305	293	190	640	230	436	448	364	117^	132^	59^	176	135^
BILL COSBY SHOW(R)	A	17.6	.2	31	1591	1555	287	247	81	732	266	461	372	303	244	430	185	296	246	175	110	167	97	225	145
CONT'D																									

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 12-18, 1988

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
BILL COSBY SHOW(R)-CONT'D																									
THU 8.00P 30 NBC 1	B	17.6	.2	31	1591	1555	287	247	81	732	266	461	372	303	244	430	185	296	246	175	110	167	97	225	145
218 99 CS 52	C~	23.8	.3	41	2152	1753	329	270	91	816	291	487	432	342	281	475	185	296	265	207	145	175	98	283	184
CALIFORNIA GIRLS(S)	A	7.1	.0	13	642	1513	241	180	78	634	225	353	335	264	232	531	238	346	302	203	152	154	67^	194	119
SAT 8.00P 60 ABC																									
203 95 GV																									
8.00 - 8.30	A	6.9	.0	13	624	1467	239	177	80	640	218	341	323	265	249	517	223	325	284	197	158	142	65^	168	96
8.30 - 9.00	A	7.3	.0	14	660	1555	243	183	75	628	232	364	346	264	216	544	253	366	318	209	146	165	69^	219	141
CAVANAUGHS	A	9.7	.0	16	877	1470	340	286	79	829	298	487	452	332	294	402	132	232	227	188	140	99	68	140	94
MON 8.30P 30 CBS 1	B	9.7	.0	16	877	1470	340	286	79	829	298	487	452	332	294	402	132	232	227	188	140	99	68	140	94
197 92 CS 6	C~	8.6	.1	15	777	1467	310	238	64	817	218	403	390	348	366	445	121	216	221	208	192	74	45	126	80
CBS FRIDAY MOVIE(R)	A	9.5	.3	17	859	1757	186	154	81	544	234	374	322	217	142	472	244	367	305	178	89	148	78	593	355
FRI 8.00P 120 CBS 1	B	9.5	.3	17	859	1757	186	154	81	544	234	374	322	217	142	472	244	367	305	178	89	148	78	593	355
204 99 FF 14	C~	9.2	.2	19	832	1596	271	199	70	741	208	391	383	366	294	528	170	292	292	256	189	100	51	202	132
PEE-WEE'S BIG ADVENTURE																									
8.00 - 8.30	A	8.9	.2	17	805	1651	177	137	70	569	202	342	320	236	185	482	226	356	306	185	112	117	61	483	273
8.30 - 9.00	A	9.2	.2	17	832	1805	181	153	76	532	220	367	327	224	137	471	250	375	305	175	82	159	80	644	385
9.00 - 9.30	A	9.9	.3	17	895	1810	178	149	84	529	250	381	316	200	125	471	259	371	305	169	82	158	84	652	402
9.30 - 10.00	A	9.8	.3	17	886	1792	212	179	93	559	267	408	331	217	128	477	244	374	313	190	81	160	87	596	363
CBS SUNDAY MOVIE(R)	A	17.6	.3	29	1591	1600	339	258	61	886	270	488	441	402	334	540	170	286	278	247	210	79	43	96	62
SUN 9.17P 120 CBS 1	B	17.6	.3	29	1591	1600	339	258	61	886	270	488	441	402	334	540	170	286	278	247	210	79	43	96	62
211 99 FF 48	C	16.0	.6	26	1417	1626	318	231	58	856	211	421	424	431	364	609	152	303	311	317	254	75	37	86	52
ROCKABYE																									
9.00 - 9.30	A	14.4	.3	22	1302	1582	322	228	45	881	225	421	412	402	389	529	147	257	259	238	228	65	33^	106	64
9.30 - 10.00	A	16.5	.3	25	1492	1620	336	253	57	873	257	470	441	397	337	556	179	301	295	252	211	80	42	110	68
10.00 - 10.30	A	17.7	.3	28	1600	1610	343	261	65	891	281	499	449	398	329	530	169	284	276	243	204	84	49	104	67
10.30 - 11.00	A	19.0	.3	33	1718	1593	345	267	65	898	283	513	451	410	323	531	170	285	272	247	203	77	43	87	59
11.00 - 11.30	A	19.4	.2	36	1754	1573	337	263	67	874	275	493	427	397	324	549	172	286	273	254	219	77	39	73	48
CBS THURSDAY MOVIE(R)	A	12.5	.2	22	1130	1558	317	250	69	826	218	466	450	409	306	562	152	316	328	288	202	77	38^	93	64
THU 9.00P 120 CBS 1	B	12.5	.2	22	1130	1558	317	250	69	826	218	466	450	409	306	562	152	316	328	288	202	77	38^	93	64
204 97 FF 1	C	12.5	.2	22	1130	1558	317	250	69	826	218	466	450	409	306	562	152	316	328	288	202	77	38^	93	64
THE RETURN OF SHERLOCK HOLMES																									
9.00 - 9.30	A	12.7	.2	21	1148	1581	311	244	70	815	222	453	429	386	312	566	164	321	325	275	203	80	38^	119	84
9.30 - 10.00	A	12.5	.2	21	1130	1589	322	255	70	842	220	480	463	418	312	557	156	319	327	284	198	79	39^	110	82
10.00 - 10.30	A	12.3	.1	21	1112	1559	326	258	70	833	214	473	463	426	304	570	144	319	336	304	206	78	40^	77	49
10.30 - 11.00	A	12.2	.1	23	1103	1539	316	249	67	832	219	470	457	418	303	569	148	314	331	298	207	70	37^	68	38^
CBS TUESDAY MOVIE(R)	A	12.1	.2	20	1094	1434	327	237	93	843	236	435	453	435	323	421	131	235	224	208	159	72	42^	97	62
CONT'D																									

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PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP.12-18,1988

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EVENING CONT'D																									
CBS TUESDAY MOVIE(R)-CONT'D																									
TUE 9.00P 120 CBS 1	B	12.1	.2	20	1094	1434	327	237	93	843	236	435	453	435	323	421	131	235	224	208	159	72	42^	97	62
199 92 FF 17 MISTRESS	C~	11.8	.3	20	1067	1549	309	229	78	814	232	438	431	408	315	491	145	271	270	247	184	80	42	144	83
9.00 - 9.30	A	9.9	.2	16	895	1501	330	241	92	827	230	436	451	434	306	419	127	235	227	204	159	84	39^	170	111
9.30 - 10.00	A	10.4	.2	16	940	1438	333	245	99	838	232	431	448	433	322	429	141	256	241	205	147	70	43^	102	59
10.00 - 10.30	A	13.7	.2	23	1238	1410	323	230	94	846	232	426	450	438	333	417	126	222	211	209	168	72	47	75	50
10.30 - 11.00	A	14.4	.2	26	1302	1407	325	237	89	855	248	445	461	436	325	420	132	232	221	212	160	67	40	65	43
CHINA BEACH(R)	A	8.9	.2	16	805	1497	296	247	100	709	272	467	419	312	205	588	240	420	390	272	137	92	40^	108	77
WED 10.00P 60 ABC 1	B	8.9	.2	16	805	1497	296	247	100	709	272	467	419	312	205	588	240	420	390	272	137	92	40^	108	77
212 95 GD 10	C~	11.4	.3	20	1031	1514	332	285	100	734	300	517	476	336	171	566	239	415	397	271	114	110	50	105	62
10.00 - 10.30	A	8.8	.2	15	796	1490	303	249	101	707	280	468	419	303	201	573	242	414	376	261	126	93	42^	117	80
10.30 - 11.00	A	9.1	.3	17	823	1486	286	241	97	703	262	461	414	317	207	596	235	420	398	280	145	89	38^	98	73
COWBOY JOE(S) FRI 9.30P 30 ABC 201 92 CS	A	7.8	.0	13	705	1529	309	242	103	788	277	479	439	341	253	426	161	256	248	178	134	94	40^	220	157
DECISION '88:COUNTDOWN(S) MON 10.30P 30 NBC 205 99 P	A	5.9	.1	11	533	1380	250	210	83^	735	190	362	334	329	334	469	135	238	230	238	195	66^	29^	109	36^
DESIGNING WOMEN(R)	A	13.4	.1	21	1211	1402	367	311	91	827	315	528	492	346	257	368	147	243	224	154	105	97	59	110	71
MON 9.30P 30 CBS 1	B	13.4	.1	21	1211	1402	367	311	91	827	315	528	492	346	257	368	147	243	224	154	105	97	59	110	71
210 98 CS 8	C~	11.7	.1	20	1058	1497	350	284	87	804	292	492	444	348	275	463	175	284	268	201	143	98	60	136	86
DUET(R)	A	3.7	.0	6	334	1416	293	277	92^	651	306	466	347	248	168	505	278	421	302	183	79^	156	78^	104^	72^
SUN 10.00P 30 FOX 1	B	3.7	.0	6	334	1416	293	277	92^	651	306	466	347	248	168	505	278	421	302	183	79^	156	78^	104^	72^
122 83 CS 10	C~	3.4	.0	6	307	1515	327	290	112	669	332	501	408	248	139	550	307	452	345	192	76	155	89	182	114
EQUALIZER(R)	A	9.2	.0	15	832	1574	280	223	52^	802	212	423	416	381	321	582	175	319	331	264	204	79	37^	111	66
WED 9.00P 60 CBS 1	B	9.2	.0	15	832	1574	280	223	52^	802	212	423	416	381	321	582	175	319	331	264	204	79	37^	111	66
198 87 PD 9	C~	9.9	.0	18	895	1535	279	210	63	793	190	397	391	387	344	566	162	291	294	255	228	73	36	106	62
9.00 - 9.30	A	8.9	.1	15	805	1576	274	222	63	805	209	420	416	375	330	559	159	294	318	250	205	86	42^	126	74
9.30 - 10.00	A	9.6	.1	16	868	1556	282	221	42^	790	212	421	411	383	309	597	187	339	340	274	202	72	31^	97	57
FLINTSTONES:JUST SAY NO(S) THU 8.00P 30 ABC 212 99 EA	A	8.3	.2	15	750	1698	217	174	93	605	269	432	371	250	137	391	172	286	260	168	82	138	66	564	381
48 HOURS	A	14.1	.2	24	1275	1534	291	220	49	803	160	368	381	394	370	607	166	301	318	285	253	51	22^	74	39
THU 8.00P 60 CBS 1	B	14.1	.2	24	1275	1534	291	220	49	803	160	368	381	394	370	607	166	301	318	285	253	51	22^	74	39
213 99 DN 2	C	9.9	.1	17	895	1496	283	212	51	791	162	357	383	392	361	589	159	291	310	282	248	47	19^	69	35
HURRICANE GILBERT CONT'D																									

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SEP.12–18,1988

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EVENING CONT'D																									
48 HOURS-CONT'D																									
8.00 - 8.30	A	13.2	.1	23	1193	1530	300	227	50	818	164	376	387	399	375	591	162	287	298	272	253	55	24^	67	35^
8.30 - 9.00	A	14.9	.2	25	1347	1548	284	216	48	795	158	364	378	392	369	625	172	316	338	298	255	47	20^	81	43
FULL HOUSE(R)	A	10.3	.2	18	931	1544	261	208	95	732	283	423	363	266	268	449	170	275	265	185	143	118	57	246	165
FRI 8.30P 30 ABC 1	B	10.3	.2	18	931	1544	261	208	95	732	283	423	363	266	268	449	170	275	265	185	143	118	57	246	165
210 97 CS 28	C~	10.4	.1	21	940	1634	270	214	92	745	257	428	378	297	279	404	161	258	237	176	120	157	98	320	213
FULL HOUSE-TUE.(R)	A	14.0	.0	23	1266	1577	333	283	107	729	325	496	416	270	199	367	176	249	213	128	97	208	121	273	190
TUE 8.30P 30 ABC 1	B	14.0	.0	23	1266	1577	333	283	107	729	325	496	416	270	199	367	176	249	213	128	97	208	121	273	190
205 95 CS 9	C~	13.6	.1	24	1229	1647	334	290	109	729	345	515	420	272	181	392	192	287	238	154	88	197	119	313	212
GARRY SHANDLING SHOW(R)	A	4.5	.0	7	407	1579	357	322	126	677	378	531	406	227	123	580	354	507	415	186	55^	132	39^	189	144
SUN 9.00P 30 FOX 1	B	4.5	.0	7	407	1579	357	322	126	677	378	531	406	227	123	580	354	507	415	186	55^	132	39^	189	144
130 88 CS 28	C~	4.4	.1	7	398	1697	293	266	99	634	333	476	368	223	136	595	339	494	368	218	75	185	91	247	171
GROWING PAINS(R)	A	13.2	.2	24	1193	1588	287	234	106	707	296	468	404	289	189	421	187	294	278	171	96	165	93	295	189
WED 8.00P 30 ABC 1	B	13.2	.2	24	1193	1588	287	234	106	707	296	468	404	289	189	421	187	294	278	171	96	165	93	295	189
212 93 CS 28	C~	14.2	.1	26	1284	1632	307	260	101	713	323	489	407	270	186	428	213	315	268	169	90	203	117	289	191
GROWING PAINS-SUN.(S,R)	A	11.2	.0	18	1012	1634	288	253	93	669	320	474	368	239	164	452	219	339	273	190	91	228	121	286	211
SUN 8.00P 30 ABC																									
208 96 CS																									
HEAD OF THE CLASS(R)	A	13.6	.1	23	1229	1568	292	243	91	676	307	472	412	265	156	446	205	321	304	189	89	159	76	287	201
WED 8.30P 30 ABC 1	B	13.6	.1	23	1229	1568	292	243	91	676	307	472	412	265	156	446	205	321	304	189	89	159	76	287	201
211 95 CS 46	C~	15.1	.1	25	1365	1671	324	276	107	719	331	499	425	276	179	458	227	343	296	185	89	207	115	290	194
HEAD OF THE CLASS-SUN.(S,R)	A	11.1	.1	17	1003	1690	320	284	86	680	338	514	429	259	129	458	212	353	307	216	80	271	134	282	208
SUN 8.30P 30 ABC																									
208 97 CS																									
HOOPERMAN(R)	A	10.3	.1	18	931	1555	318	266	86	706	290	469	424	298	185	481	218	326	309	193	108	160	89	208	149
WED 9.00P 30 ABC 1	B	10.3	.1	18	931	1555	318	266	86	706	290	469	424	298	185	481	218	326	309	193	108	160	89	208	149
208 94 OP 41	C~	13.5	.3	22	1220	1602	320	265	102	742	295	480	436	326	215	512	213	351	319	236	127	153	82	207	134
IN THE HEAT OF THE NIGHT(R)	A	12.0	.1	19	1085	1557	273	197	49	783	156	384	387	412	352	586	139	282	283	315	254	91	31^	97	56
TUE 9.00P 60 NBC 1	B	12.0	.1	19	1085	1557	273	197	49	783	156	384	387	412	352	586	139	282	283	315	254	91	31^	97	56
201 97 OP 12	C~	14.4	.2	24	1302	1592	275	195	57	804	167	382	397	432	356	603	142	298	307	330	257	86	37	97	60
9.00 - 9.30	A	12.0	.1	19	1085	1562	265	191	53	789	154	378	378	407	367	589	136	276	279	311	261	86	28^	98	58
9.30 - 10.00	A	11.9	.1	19	1076	1565	283	205	46	783	158	393	400	421	340	589	143	290	289	321	249	97	34^	96	54
J. GLEASON: THE GREAT ONE(S)	A	9.0	.2	17	814	1547	265	173	48^	763	153	309	318	330	399	603	125	262	277	297	294	59	28^	123	94
SAT 8.00P 120 CBS																									
209 99 GV																									
8.00 - 8.30	A	8.2	.2	16	741	1538	259	166	47^	773	138	297	317	337	415	604	119	241	248	282	318	45^	17^	116	83
8.30 - 9.00	A	9.1	.3	17	823	1526	259	171	46^	755	149	307	313	323	396	594	121	255	268	288	294	55^	25^	122	101
CONT'D																									

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 12–18, 1988

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
J. GLEASON: THE GREAT ON-CONT'D																									
9.00 - 9.30	A	9.7	.2	18	877	1547	265	171	47^	759	165	313	311	325	398	586	120	258	280	300	283	71	36^	131	105
9.30 - 10.00	A	9.0	.2	16	814	1577	278	182	52^	767	157	320	330	334	390	630	141	293	310	317	286	60	31^	120	86
KATE & ALLIE(R)	A	12.7	.0	20	1148	1411	340	294	95	818	307	507	474	328	270	366	141	231	220	150	112	106	65	121	83
MON 9.00P 30 CBS 1	B	12.7	.0	20	1148	1411	340	294	95	818	307	507	474	328	270	366	141	231	220	150	112	106	65	121	83
209 98 CS 4	C~	12.3	.1	20	1112	1487	329	265	80	806	269	468	432	350	292	403	139	229	232	177	140	116	72	154	98
KOPPEL REPORT(S)	A	12.3	.1	22	1112	1451	310	243	81	728	255	423	374	298	264	587	196	377	372	275	163	50	31^	87	53
TUE 10.00P 60 ABC																									
222 99 N																									
TOWN MEETING																									
10.00 - 10.30	A	12.5	.2	21	1130	1464	320	254	86	740	272	445	392	297	254	562	202	372	368	261	142	59	37^	103	66
10.30 - 11.00	A	12.1	.1	22	1094	1438	299	232	77	715	237	400	356	298	275	612	191	382	376	289	186	41^	26^	70	40^
LILY TOMLIN: SOLD OUT(S,R)	A	6.8	.2	12	615	1571	276	210	89	715	254	436	351	342	246	509	196	334	286	227	152	75^	33^	272	171
FRI 10.00P 60 CBS																									
205 99 CV																									
10.00 - 10.30	A	7.1	.2	13	642	1604	280	213	91	707	264	444	349	330	233	471	194	329	276	208	121	95	43^	332	206
10.30 - 11.00	A	6.5	.2	12	588	1535	272	206	86	723	244	426	354	356	260	551	198	340	297	248	186	53^	23^	208	132
LIVE DICK CLARK PRESENTS	A	8.2	.0	15	741	1502	251	198	77	772	175	352	351	334	360	456	138	262	272	207	149	139	72	134	88
WED 8.00P 60 CBS 1	B	8.2	.0	15	741	1502	251	198	77	772	175	352	351	334	360	456	138	262	272	207	149	139	72	134	88
197 94 GV 1	C	8.2	.0	15	741	1502	251	198	77	772	175	352	351	334	360	456	138	262	272	207	149	139	72	134	88
8.00 - 8.30	A	8.1	.0	15	732	1453	251	195	61^	751	163	331	337	327	355	443	130	255	260	204	148	138	70	121	86
8.30 - 9.00	A	8.4	.0	14	759	1532	248	200	92	784	185	369	361	337	359	463	145	267	280	207	147	139	74	145	89
LIVE:THE HARD ROCK CAFE(S)	A	6.4	.2	11	579	1497	326	285	81	726	292	511	463	324	178	590	297	448	369	248	120	109	49^	72^	43^
TUE 10.00P 60 NBC																									
203 98 PC																									
10.00 - 10.30	A	6.9	.2	12	624	1505	313	270	84	720	287	505	463	331	173	597	284	443	371	268	128	113	51^	75	44^
10.30 - 11.00	A	6.0	.2	11	542	1462	336	297	76^	721	294	510	455	310	180	571	306	447	360	222	109	101	46^	68^	42^
MACGYVER(R)	A	8.8	.0	15	796	1627	262	207	49^	698	215	382	339	312	269	562	142	325	314	305	199	125	57^	241	173
SUN 7.00P 60 ABC 1	B	8.8	.0	15	796	1627	262	207	49^	698	215	382	339	312	269	562	142	325	314	305	199	125	57^	241	173
216 97 A 16	C~	7.4	.1	14	669	1740	265	212	64	656	229	416	375	310	217	644	222	415	400	336	175	140	58	277	182
7.00 - 7.30	A	7.5	.0	13	678	1571	270	206	46^	716	205	376	339	329	290	554	125	303	301	311	208	102	47^	199	134
7.30 - 8.00	A	10.1	.1	17	913	1668	257	207	52	685	223	387	339	299	254	569	155	341	324	301	192	142	65	273	202
MAGNUM, P.I.(R)	A	11.5	.1	20	1040	1384	353	276	82	790	254	458	447	359	278	442	160	265	231	183	158	62	27^	90	54
MON 10.00P 60 CBS 1	B	11.5	.1	20	1040	1384	353	276	82	790	254	458	447	359	278	442	160	265	231	183	158	62	27^	90	54
207 96 PD 9	C~	10.2	.1	18	922	1490	318	244	78	780	247	436	419	362	296	513	183	314	290	226	173	84	39	118	78
10.00 - 10.30	A	10.2	.1	17	922	1359	363	283	85	786	261	458	450	351	271	412	149	249	216	167	145	76	34^	86	55
10.30 - 11.00	A	12.8	.1	23	1157	1403	345	270	80	792	249	457	443	366	285	466	169	278	244	196	169	51	20^	93	53

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 12-18, 1988

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
MARRIED...WITH CHILDREN(R)	A	6.8	.0	11	615	1630	386	341	113	689	348	538	449	284	114	635	353	522	409	249	87	141	78	165	118
SUN 8.30P 30 FOX 1	B	6.8	.0	11	615	1630	386	341	113	689	348	538	449	284	114	635	353	522	409	249	87	141	78	165	118
130 88 CS 47	C~	5.2	.0	8	470	1832	342	302	111	695	369	541	422	261	121	683	387	578	452	268	77	199	92	268	171
MATLOCK(R)	A	13.1	.1	22	1184	1511	259	193	47	847	140	325	346	388	465	544	101	203	215	250	300	40	17^	81	47
TUE 8.00P 60 NBC 1	B	13.1	.1	22	1184	1511	259	193	47	847	140	325	346	388	465	544	101	203	215	250	300	40	17^	81	47
202 94 GD 46	C~	15.6	.3	25	1410	1601	260	176	50	881	132	323	355	435	489	569	98	221	229	285	308	65	33	92	53
8.00 - 8.30	A	12.3	.1	21	1112	1507	256	191	43	846	137	316	342	379	470	542	100	202	211	239	303	36^	16^	83	48
8.30 - 9.00	A	13.9	.1	22	1257	1515	262	195	49	847	143	334	349	396	460	546	101	205	219	260	298	43	18^	79	45
MR. BELVEDERE(R)	A	8.5	.0	15	768	1556	298	243	100	781	294	465	408	298	272	438	161	262	249	184	144	99	42^	238	160
FRI 9.00P 30 ABC 1	B	8.5	.0	15	768	1556	298	243	100	781	294	465	408	298	272	438	161	262	249	184	144	99	42^	238	160
199 92 CS 26	C~	10.3	.1	20	931	1625	272	217	94	742	248	419	376	304	284	417	159	261	239	186	130	162	99	320	217
MURDER, SHE WROTE(R)	A	15.8	.1	24	1428	1573	292	183	36	885	139	309	338	414	507	562	110	202	219	251	308	47	22^	79	44
SUN 8.17P 60 CBS 1	B	15.8	.1	24	1428	1573	292	183	36	885	139	309	338	414	507	562	110	202	219	251	308	47	22^	79	44
208 99 SM 51	C~	18.2	.3	30	1645	1585	311	195	38	886	128	320	359	447	493	585	92	214	240	299	317	48	24	66	41
8.00 - 8.30	A	14.1	.1	23	1275	1560	281	176	31^	855	114	278	314	402	513	593	113	205	231	272	327	47	22^	64	32^
8.30 - 9.00	A	15.5	.1	24	1401	1562	288	176	35	885	130	290	324	412	526	559	108	191	206	243	319	43	19^	75	41
9.00 - 9.30	A	17.8	.3	27	1609	1581	301	197	39	895	166	353	371	421	470	541	112	215	230	249	278	52	26^	94	56
NBC MONDAY NIGHT MOVIES(R)	A	11.0	.3	18	994	1605	266	213	100	752	220	417	389	361	293	447	114	247	249	261	165	125	65	281	161
MON 8.30P 120 NBC 1	B	11.0	.3	18	994	1605	266	213	100	752	220	417	389	361	293	447	114	247	249	261	165	125	65	281	161
198 93 FF 44	C~	15.6	.5	25	1410	1618	325	260	85	828	265	491	455	399	273	509	177	320	301	254	154	138	75	149	94
STONE FOX																									
8.30 - 9.00	A	10.2	.3	17	922	1634	268	219	93	756	231	425	388	345	292	390	100	213	213	220	147	139	79	348	217
9.00 - 9.30	A	10.9	.3	17	985	1613	265	209	97	735	216	407	386	354	287	443	102	242	260	277	163	132	74	302	179
9.30 - 10.00	A	11.2	.3	18	1012	1614	259	203	103	750	209	407	383	372	298	475	118	261	266	281	176	119	58	270	148
10.00 - 10.30	A	11.6	.2	19	1049	1577	276	224	106	773	226	433	402	376	298	478	133	272	257	267	175	112	50	214	108
NBC MOVIE OF THE WEEK-WED(R)	A	13.3	.1	23	1202	1465	308	239	89	817	240	468	446	425	279	454	134	260	250	239	163	114	52	79	50
WED 9.00P 120 NBC 1	B	13.3	.1	23	1202	1465	308	239	89	817	240	468	446	425	279	454	134	260	250	239	163	114	52	79	50
198 94 FF 4	C~	12.6	.2	22	1139	1512	293	229	89	771	251	462	422	382	250	512	180	315	297	252	164	115	54	105	65
DOWNPAYMENT ON MURDER																									
9.00 - 9.30	A	12.2	.1	21	1103	1469	299	228	90	805	226	447	428	418	292	444	123	242	246	238	162	112	50	109	68
9.30 - 10.00	A	13.4	.0	22	1211	1461	311	241	91	815	245	471	442	416	276	434	126	251	243	232	150	128	60	84	56
10.00 - 10.30	A	13.7	.1	24	1238	1470	309	243	92	828	246	480	458	434	274	460	142	272	252	239	162	118	54	64	41
10.30 - 11.00	A	13.9	.1	25	1257	1459	310	243	83	819	242	472	454	428	274	477	143	272	257	248	177	100	46	62	37
NEWHART(R)	A	9.5	.1	16	859	1424	344	282	75	824	246	447	425	366	335	466	114	244	247	236	185	42^	30^	92	56
MON 8.00P 30 CBS 1	B	9.5	.1	16	859	1424	344	282	75	824	246	447	425	366	335	466	114	244	247	236	185	42^	30^	92	56
201 94 CS 6	C~	9.1	.2	17	823	1443	323	249	69	806	235	410	387	344	346	493	131	253	258	239	197	58	32	106	70
NFL MONDAY NIGHT FOOTBALL CONT'D	A	17.4	.1	29	1573	1529	210	166	57	504	171	296	269	230	178	847	288	531	508	411	257	80	18^	98	62

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SEP.12-18,1988

PROGRAM NAME / DAY TIME DUR NET NO. OF T/C / #STNS CVG% TYPE	KEY	HH AVG. AUD. %	HH VCR RECRD %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
NFL MONDAY NIGHT FOOTBALL-CONT'D																									
MON 8.00P 199 ABC 1	B	17.4	.1	29	1573	1529	210	166	57	504	171	296	269	230	178	847	288	531	508	411	257	80	18^	98	62
223 99 SE 2	C	18.3	.1	31	1650	1561	233	188	56	525	180	312	288	242	181	872	295	555	535	432	259	79	19	84	51
DALLAS VS PHOENIX																									
8.00 - 8.30	A	12.4	.1	22	1121	1532	204	155	59	536	162	283	261	242	219	790	257	471	465	374	263	73	22^	133	98
8.30 - 9.00	A	15.4	.1	27	1392	1531	196	153	56	491	166	282	252	224	181	836	289	513	501	396	263	81	18^	124	82
9.00 - 9.30	A	17.9	.1	29	1618	1529	207	164	57	486	163	282	248	223	180	854	282	527	513	417	267	86	15^	103	63
9.30 - 10.00	A	18.2	.2	29	1645	1537	216	166	58	502	170	296	268	235	174	842	279	527	510	419	253	89	20^	104	64
10.00 - 10.30	A	19.5	.1	32	1763	1541	217	173	66	513	181	313	289	235	166	857	299	548	516	416	250	83	21^	87	53
10.30 - 11.00	A	20.2	.2	35	1826	1531	219	180	54	511	176	309	282	231	173	871	296	554	522	427	257	73	18^	75	42
11.00 - 11.30	A	18.4	.2	34	1663	1510	208	168	48	497	177	302	279	224	163	875	315	568	526	419	252	70	14^	68	39
PERFECT STRANGERS(R)	A	9.8	.2	18	886	1538	269	209	90	746	274	433	371	291	280	460	147	260	253	215	170	110	63	222	146
FRI 8.00P 30 ABC 1	B	9.8	.2	18	886	1538	269	209	90	746	274	433	371	291	280	460	147	260	253	215	170	110	63	222	146
217 97 CS 29	C~	9.8	.1	20	886	1603	272	209	85	770	245	407	377	315	305	439	163	261	240	196	144	130	77	261	170
PERFECT STRANGERS-SUN.(S,R) SUN 9.30P 30 ABC	A	11.5	.1	18	1040	1606	316	251	103	716	309	476	410	291	185	516	245	385	345	222	95	202	94	172	120
214 99 CS																									
PRESIDENTIAL PORTRAIT	A	11.5	.3	19	1040	1425	325	235	102	835	244	429	446	427	322	436	141	250	243	219	158	72	48	83	51
TUE 9.59P 1 CBS 1	B	11.5	.3	19	1040	1425	325	235	102	835	244	429	446	427	322	436	141	250	243	219	158	72	48	83	51
202 94 DO 121	C~	12.2	.3	20	1103	1562	314	237	74	813	234	429	417	387	325	536	168	304	293	261	195	90	44	121	75
REPORTERS	A	3.8	.1	7	344	1388	307	239	64^	645	181	352	306	328	256	524	242	366	353	232	116^	96^	47^	124^	74^
SAT 8.00P 60 FOX 1	B	3.8	.1	7	344	1388	307	239	64^	645	181	352	306	328	256	524	242	366	353	232	116^	96^	47^	124^	74^
125 85 DN 7	C~	3.6	.1	8	325	1502	297	223	72	689	209	400	353	351	254	623	248	409	388	303	150	86	33^	129	76
8.00 - 8.30	A	4.0	.1	8	362	1394	287	229	63^	631	176	345	298	307	256	529	255	381	362	223	112^	101^	51^	134	80^
8.30 - 9.00	A	3.5	.1	6	316	1421	339	258	67^	679	192	371	324	362	264	533	234	360	352	249	125^	92^	43^	117^	68^
ROGER RABBIT-TOONTOWN(S)	A	11.5	.3	19	1040	1711	273	229	101	650	257	442	397	304	169	525	235	414	365	236	91	158	61	378	253
TUE 8.00P 60 CBS																									
207 98 CE																									
8.00 - 8.30	A	11.0	.3	19	994	1698	271	225	99	666	257	440	390	305	187	513	218	398	355	235	96	144	59	374	248
8.30 - 9.00	A	12.0	.3	19	1085	1723	276	232	103	635	256	443	403	303	152	536	250	429	375	238	86	171	63	381	258
60 MINUTES	A	16.8	.2	29	1519	1509	260	176	38	735	126	283	298	337	405	685	176	320	333	318	301	39	16^	51	31
SUN 7.17P 60 CBS 1	B	16.8	.2	29	1519	1509	260	176	38	735	126	283	298	337	405	685	176	320	333	318	301	39	16^	51	31
212 99 DN 53	C~	18.6	.1	33	1681	1537	278	187	41	767	141	296	317	352	413	683	154	313	331	330	317	37	15	50	28
7.00 - 7.30	A	15.3	.2	28	1383	1500	243	171	38	663	123	267	285	309	352	736	211	374	384	343	293	51	19^	49	30^
7.30 - 8.00	A	17.1	.1	29	1546	1512	261	177	39	736	130	289	300	335	401	689	182	328	339	319	298	36	15^	51	31
8.00 - 8.30	A	17.3	.1	28	1564	1522	271	180	38	786	122	285	304	363	450	647	145	271	292	302	312	36	14^	51	32
SLAP MAXWELL(R) CONT'D	A	7.8	.0	13	705	1556	322	260	108	722	302	478	429	305	197	553	259	396	347	215	120	113	54^	169	111

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

PROGRAM NAME / DAY TIME DUR NET NO. OF T/C / #STNS CVG% TYPE	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
SLAP MAXWELL(R)-CONT'D																									
WED 9.30P 30 ABC 1	B	7.8	.0	13	705	1556	322	260	108	722	302	478	429	305	197	553	259	396	347	215	120	113	54^	169	111
206 92 CS 12	C~	8.1	.1	14	732	1462	308	248	98	727	283	461	414	318	222	485	207	332	304	210	119	111	59	163	102
SPACE: BEYOND THE SHUTTLE(S) SUN 10.00P 60 ABC 214 99 N	A	6.4	.1	11	579	1451	272	232	59^	650	239	423	363	270	193	667	288	489	431	316	136	78^	26^	55^	42^
10.00 - 10.30	A	6.8	.0	11	615	1481	286	244	64^	657	252	437	364	266	192	656	290	481	427	306	134	87	33^	81	63^
10.30 - 11.00	A	5.9	.1	10	533	1441	260	223	54^	654	229	415	367	280	196	692	289	506	443	333	141	68^	19v	27^	19v
SPORTSBREAK-SAT	A	8.6	.2	16	777	1531	281	186	44^	772	142	314	323	343	408	577	114	243	268	282	286	59^	26^	123	106
SAT 8.49P 1 CBS 1	B	8.6	.2	16	777	1531	281	186	44^	772	142	314	323	343	408	577	114	243	268	282	286	59^	26^	123	106
208 99 SN 52	C~	7.8	.2	15	705	1651	291	225	77	755	222	403	400	354	295	659	215	394	401	324	214	104	40	144	94
SPORTSBREAK-SUN	A	17.6	.3	28	1591	1605	344	262	62	887	286	500	445	394	326	528	170	283	272	243	204	83	48	107	70
SUN 10.18P 1 CBS 1	B	17.6	.3	28	1591	1605	344	262	62	887	286	500	445	394	326	528	170	283	272	243	204	83	48	107	70
210 99 SN 51	C	15.8	.6	25	1397	1631	319	234	58	861	214	427	428	433	363	607	150	301	310	317	253	76	37	87	54
SUMMER OLYMPICS PREVIEW(S) THU 9.00P 120 NBC	A	10.2	.1	18	922	1492	320	260	86	746	229	463	431	373	230	493	183	319	285	230	141	117	55	135	77
215 99 SC																									
9.00 - 9.30	A	12.5	.1	21	1130	1532	329	272	93	752	253	479	421	354	227	474	190	311	270	209	131	134	64	173	111
9.30 - 10.00	A	10.8	.1	18	976	1542	328	271	95	756	236	479	446	377	228	506	183	325	294	245	142	124	56	156	89
10.00 - 10.30	A	9.2	.0	16	832	1479	333	270	82	768	234	488	459	403	224	492	182	324	288	233	139	107	50^	113	57
10.30 - 11.00	A	8.2	.0	15	741	1396	285	218	69	710	183	394	402	371	250	513	178	323	298	242	161	97	48^	76	35^
SUMMER OLYMPICS OPENING(S) FRI 8.00P 242 NBC 215 99 SC	A	15.2	.5	29	1374	1651	296	211	55	857	172	390	428	440	381	606	151	314	333	316	237	69	30^	119	80
8.00 - 8.30	A	14.6	.4	27	1320	1688	279	201	55	880	160	359	391	423	449	597	140	274	297	287	267	62	28^	149	96
8.30 - 9.00	A	16.5	.5	30	1492	1656	293	208	56	875	171	374	409	424	424	600	134	284	310	308	261	50	21^	131	86
9.00 - 9.30	A	17.9	.5	31	1618	1676	292	207	61	881	178	393	427	446	406	606	134	298	325	328	248	63	27^	126	80
9.30 - 10.00	A	17.9	.5	31	1618	1685	299	211	57	880	171	402	441	456	393	619	136	316	344	343	240	63	26^	123	85
10.00 - 10.30	A	16.0	.5	28	1446	1674	314	224	49	865	175	409	455	457	360	618	163	339	356	329	223	72	28^	119	78
10.30 - 11.00	A	15.5	.5	29	1401	1634	313	223	57	850	172	400	450	446	355	617	180	346	357	314	216	74	31^	94	60
11.00 - 11.30	A	12.7	.4	26	1148	1597	288	209	57	807	179	399	443	432	314	605	173	342	349	306	214	88	39^	96	71
11.30 - 12.00	A	10.8	.4	27	976	1579	284	201	43^	793	177	379	409	432	318	586	160	328	334	304	214	97	48	103	85
12.00 - 12.30	A	8.9	.3	25	805	1526	256	173	44^	791	174	379	380	430	335	574	148	333	321	314	213	82	36^	78	62
SUMMER OLYMPICS-SATURDAY(S) SAT 7.30P 270 NBC 214 99 SE	A	15.6	.2	30	1410	1691	294	231	69	752	217	425	423	361	261	661	226	419	404	320	198	116	47	160	114
7.30 - 8.00	A	11.9	.2	25	1076	1637	266	209	71	736	212	379	376	320	287	669	246	415	374	295	215	95	40^	137	85
CONT'D																									

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP.12–18,1988

PROGRAM NAME / DAY TIME DUR NET NO. OF T/C / #STNS CVG% TYPE	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
SUMMER OLYMPICS-SATURDAY-CONT'D																									
8.00 - 8.30	A	13.9	.2	28	1257	1626	255	201	62	683	198	369	360	308	252	666	235	429	396	307	199	112	52	165	115
8.30 - 9.00	A	14.3	.2	28	1293	1654	259	200	65	712	209	384	380	322	263	652	231	415	402	298	195	123	54	166	114
9.00 - 9.30	A	15.5	.2	29	1401	1704	290	221	63	757	213	418	417	366	270	640	219	395	388	302	199	130	56	176	125
9.30 - 10.00	A	16.7	.3	31	1510	1728	319	253	69	787	232	450	440	375	272	635	214	391	382	307	196	127	56	178	135
10.00 - 10.30	A	19.0	.2	35	1718	1748	318	254	76	782	230	457	445	378	262	670	219	417	410	329	203	112	44	184	131
10.30 - 11.00	A	20.2	.2	37	1826	1727	317	252	75	779	227	452	447	379	262	676	221	425	423	344	197	120	45	152	106
11.00 - 11.30	A	15.4	.3	30	1392	1689	312	246	74	756	210	444	457	392	244	667	232	443	423	335	182	123	40	143	101
11.30 - 12.00	A	13.8	.3	31	1248	1612	273	215	66	729	207	431	443	379	231	660	216	433	418	345	191	95	38	128	97
SUMMER OLYMPICS-SUNDAY(S)	A	17.7	.1	30	1600	1657	297	240	71	728	226	443	432	357	233	715	250	475	468	374	182	94	42	120	83
SUN 7.30P 270 NBC																									
215 99 SE																									
7.30 - 8.00	A	12.2	.1	23	1103	1580	279	232	66	696	221	424	401	324	235	661	232	431	435	331	171	101	46	123	80
8.00 - 8.30	A	13.4	.1	23	1211	1653	291	237	58	711	221	439	416	338	231	719	253	470	461	363	195	82	30^	141	91
8.30 - 9.00	A	15.9	.0	26	1437	1685	304	250	65	709	234	461	432	338	204	738	265	508	500	385	168	91	40	147	100
9.00 - 9.30	A	18.1	.1	29	1636	1671	298	246	62	710	219	440	432	347	219	746	236	486	497	412	192	91	42	124	88
9.30 - 10.00	A	20.7	.1	33	1871	1714	301	246	66	736	223	440	427	359	247	727	238	471	469	393	194	104	54	147	107
10.00 - 10.30	A	22.7	.1	36	2052	1688	299	235	79	740	228	438	425	364	249	714	255	477	468	369	181	103	50	131	88
10.30 - 11.00	A	20.9	.1	35	1889	1652	299	227	79	740	218	430	437	378	246	706	247	471	459	372	182	104	46	103	73
11.00 - 11.30	A	19.4	.2	35	1754	1619	291	231	78	738	224	441	444	376	233	707	262	480	464	365	172	86	35	89	61
11.30 - 12.00	A	16.2	.1	36	1464	1593	303	249	80	743	249	468	459	361	215	693	254	460	442	358	177	77	26^	80	52
TRACEY ULLMAN SHOW(R)	A	3.7	.1	6	334	1514	314	295	123^	669	339	513	394	246	143	556	359	490	363	160	60^	114^	52^	174	106^
SUN 9.30P 30 FOX 1	B	3.7	.1	6	334	1514	314	295	123^	669	339	513	394	246	143	556	359	490	363	160	60^	114^	52^	174	106^
128 87 CS 10	C~	4.2	.0	7	380	1594	318	287	113	664	340	499	385	234	142	556	328	487	359	187	56	189	95	212	147
20/20	A	11.9	.1	22	1076	1517	264	204	96	752	247	424	410	327	275	533	173	313	319	274	170	73	32^	160	101
FRI 10.00P 60 ABC 1	B	11.9	.1	22	1076	1517	264	204	96	752	247	424	410	327	275	533	173	313	319	274	170	73	32^	160	101
216 99 DN 50	C~	12.3	.2	23	1112	1570	293	217	81	798	217	415	427	395	317	577	164	328	341	298	195	81	41	110	72
10.00 - 10.30	A	11.5	.1	20	1040	1523	271	209	99	754	258	430	412	319	271	523	177	310	315	259	166	77	36^	169	108
10.30 - 11.00	A	12.4	.1	23	1121	1500	256	197	93	744	235	415	405	332	275	537	167	313	320	287	173	68	28^	150	94
21 JUMP STREET(R)	A	4.7	.1	8	425	1560	381	340	101^	712	399	569	425	249	102^	406	227	329	236	165	58^	207	123	235	132
SUN 7.00P 60 FOX 1	B	4.7	.1	8	425	1560	381	340	101^	712	399	569	425	249	102^	406	227	329	236	165	58^	207	123	235	132
133 88 OP 53	C~	5.4	.0	10	488	1717	354	305	86	689	334	533	417	303	122	536	297	438	321	210	74	236	132	230	144
7.00 - 7.30	A	4.4	.1	8	398	1505	375	334	101^	693	388	548	407	242	105^	378	199	302	225	164	50^	186	120	247	137
7.30 - 8.00	A	5.0	.1	9	452	1608	386	345	101^	728	409	589	440	256	98^	430	252	353	246	165	64^	225	126	225	129
UNITED WAY MESSAGE(S)	A	7.0	.1	13	633	1542	279	186	36^	763	139	312	316	378	395	614	125	262	275	312	302	71^	39^	95	52^
SAT 10.55P 5 CBS																									
207 99 CC																									

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
UNSOLVED MYSTERIES SPCL(S,R)	A	11.8	.1	21	1067	1487	263	211	43^	793	172	401	389	404	340	514	153	277	271	239	197	88	43^	93	57
WED 8.00P 60 NBC																									
204 93 SM																									
8.00 - 8.30	A	10.7	.0	20	967	1483	260	209	44^	803	174	395	383	402	352	509	153	269	260	231	200	85	42^	86	53
8.30 - 9.00	A	12.8	.1	22	1157	1503	268	215	42	791	171	410	398	408	332	523	154	286	282	248	195	90	43	99	60
WEST 57TH	A	6.8	.1	13	615	1528	272	170	36^	752	130	309	336	387	370	634	155	323	331	339	265	41^	24^	101	59^
SAT 10.00P 55 CBS 1	B	6.8	.1	13	615	1528	272	170	36^	752	130	309	336	387	370	634	155	323	331	339	265	41^	24^	101	59^
208 99 DN 41	C	7.6	.1	15	673	1580	288	222	71	759	220	408	410	366	288	645	204	390	398	322	202	77	31	100	59
10.00 - 10.30	A	6.9	.1	13	624	1525	269	163	40^	751	133	312	336	384	366	622	153	314	323	335	258	42^	26^	110	66^
10.30 - 11.00	A	6.7	.2	13	606	1527	276	178	32^	750	125	305	335	390	373	646	157	332	339	343	273	40^	23^	90	51^
WHO'S THE BOSS?(R)	A	13.6	.0	23	1229	1537	307	255	102	744	311	472	390	285	231	387	171	255	212	147	109	182	106	224	147
TUE 8.00P 30 ABC 1	B	13.6	.0	23	1229	1537	307	255	102	744	311	472	390	285	231	387	171	255	212	147	109	182	106	224	147
211 96 CS 47	C~	18.4	.2	31	1663	1707	339	286	100	753	327	505	427	292	205	452	209	320	280	192	104	203	115	293	195
WHO'S THE BOSS?-SUN.(S,R)	A	13.8	.0	21	1248	1621	317	264	96	696	321	484	410	269	168	497	240	376	322	216	93	222	115	206	152
SUN 9.00P 30 ABC																									
214 99 CS																									
WISEGUY(R)	A	9.6	.1	17	868	1459	278	214	53^	740	209	410	398	346	270	585	195	341	341	270	189	77	27^	57	30^
WED 10.00P 60 CBS 1	B	9.6	.1	17	868	1459	278	214	53^	740	209	410	398	346	270	585	195	341	341	270	189	77	27^	57	30^
207 90 OP 12	C~	10.9	.2	20	985	1559	282	218	72	768	228	426	403	369	280	600	209	352	339	284	194	91	38	114	73
10.00 - 10.30	A	9.3	.1	16	841	1479	284	220	55^	750	212	418	404	352	272	592	198	344	344	272	194	77	29^	60	32^
10.30 - 11.00	A	9.8	.0	18	886	1454	275	210	52^	738	209	407	396	344	272	583	194	341	341	271	187	78	25^	55	27^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 12-18, 1988

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	CHILDREN TOT. 2-5	CHILDREN MALE 6-11	CHILDREN FEM. 6-11
EARLY EVENING NEWS																									
ABC WORLD NEWS TONIGHT	A	10.3	.0	21	929	224	159	743	135	304	318	348	383	571	130	261	271	277	264	28	18^	21	22	15^	22
MON-FRI 6.30P 30 ABC 5	B	10.3	.0	21	929	224	159	743	135	304	318	348	383	571	130	261	271	277	264	28	18^	21	22	15^	22
216 98 N 253	C~	10.2	.1	20	922	231	165	770	144	302	323	367	404	559	124	245	269	269	259	25	24	22	33	21	20
ABC WRLD NEWS TONIGHT-SUN	A	7.1	.0	14	642	231	153	821	100	264	297	390	489	588	79	189	220	308	338	20^	7v	15v	17v	20^	14v
SUN 6.30P 30 ABC 1	B	7.1	.0	14	642	231	153	821	100	264	297	390	489	588	79	189	220	308	338	20^	7v	15v	17v	20^	14v
168 85 N 47	C~	6.2	.1	13	560	223	159	733	133	275	289	339	411	633	144	289	307	316	285	34	28	31	31	28	29
CBS EVENING NEWS-RATHER	A	10.8	.0	22	975	228	161	772	128	303	315	350	417	554	93	206	219	262	304	23	16^	22	36	16^	21
MON-FRI 6.30P 30 CBS 5	B	10.8	.0	22	975	228	161	772	128	303	315	350	417	554	93	206	219	262	304	23	16^	22	36	16^	21
216 99 N 259	C~	10.6	.0	21	958	223	141	760	124	266	289	331	431	582	98	223	232	280	318	24	20	21	33	20	21
CBS SAT. NEWS-SCHIEFFER	A	8.2	.1	17	741	221	147	779	112	241	265	297	478	610	114	216	215	248	365	15v	20^	14v	42^	23^	14v
SAT 6.30P 30 CBS 1	B	8.2	.1	17	741	221	147	779	112	241	265	297	478	610	114	216	215	248	365	15v	20^	14v	42^	23^	14v
165 92 N 45	C~	6.1	.1	14	551	190	120	711	105	215	237	284	449	643	122	241	247	286	351	24	18	21	29	21	15^
NBC NIGHTLY NEWS	A	10.1	.1	20	909	202	145	761	141	300	310	339	408	557	125	241	247	250	274	33	24	27	26	10^	12^
MON-FRI 6.30P 30 NBC 5	B	10.1	.1	20	909	202	145	761	141	300	310	339	408	557	125	241	247	250	274	33	24	27	26	10^	12^
207 99 N 254	C~	9.6	.0	19	868	209	141	775	125	273	301	341	440	574	128	247	256	263	285	27	32	27	30	18	21

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

PROGRAM NAME / DAY TIME DUR NET NO. / #STNS CVG% TYPE OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE																									
ABC NEWS:NIGHTLINE	A	6.8	.2	19	610	1408	213	161	156	73	681	189	329	306	352	310	67	623	210	380	357	395	368		
TUWF 11.30P 30 ABC 4	B	6.8	.2	19	610	1408	213	161	156	73	681	189	329	306	352	310	67	623	210	380	357	395	368	25	16^
215 98 N 199	C~	5.3	.0	16	479	1409	260	186	198	67	721	177	358	338	399	360	63	582	176	326	297	363	338	25	16^
THU 11.30P 37																								25	22
11.30 - 12.00	A	6.8	.2	19	617	1408	212	160	155	74	681	189	328	305	352	310	67	623	211	380	358	396	368	25	16^
12.00 - 12.30	A	5.5	.1	19	497	1399	230	180	174	68^	681	190	333	321	358	308	68^	622	194	376	342	377	364	30^	5v
ABC NEWS:NIGHTLINE-MON.	A	3.9	.2	15	353	1376	176	127^	139	42^	574	152	223	216	256	228	80^	704	234	420	400	457	417	21v	14v
MON 12.00M 34 ABC 1	B	3.9	.2	15	353	1376	176	127^	139	42^	574	152	223	216	256	228	80^	704	234	420	400	457	417	21v	14v
217 98 N 2	C	4.0	.2	16	365	1334	209	150	168	39^	590	140	263	259	298	270	63^	656	205	409	397	446	417	25^	11v
12.00 - 12.30	A	4.0	.2	15	362	1384	176	128^	140	42^	579	156	226	218	259	232	79^	706	233	421	400	455	417	21v	14v
12.30 - 1.00	A	3.1	.0	14	280	1320	174	120^	129^	40v	529	120^	197	197	226	194	91^	694	240	414	404	486	431	26v	17v
ABC NEWS:NIGHTLINE-TUE	A	4.9	.2	24	443	1389	235	176	174	78^	647	187	330	304	349	302	61^	655	247	406	392	431	388	3v	12v
TUE 12.00M 113 ABC 1	B	4.9	.2	24	443	1389	235	176	174	78^	647	187	330	304	349	302	61^	655	247	406	392	431	388	3v	12v
213 97 N 12	C	4.4	.1	19	387	1351	221	159	167	63	652	170	327	309	363	324	70	609	200	358	335	391	360	23^	15^
12.00 - 12.30	A	6.5	.2	24	588	1348	240	182	183	77^	648	187	331	295	339	305	57^	609	224	389	374	410	377	8v	16v
12.30 - 1.00	A	5.4	.2	25	488	1411	234	173	179	80^	666	189	327	302	348	300	60^	664	231	397	385	427	381	2v	12v
1.00 - 1.30	A	4.1	.1	23	371	1430	234	172	167	83^	655	187	341	321	369	307	63^	694	269	425	411	450	402	<<	7v
1.30 - 2.00	A	3.1	.1	21	280	1426	232	174	157^	71^	610	185	328	317	357	297	76^	718	313	457	435	478	423	<<	9v
ABC WEEKEND REPORT-SAT.	A	2.5	.0	7	226	1458	205^	172^	154^	136^	704	237	409	393	418	308	96^	580	212	410	386	386	349	47v	23v
SAT 11.30P 15 ABC 1	B	2.5	.0	7	226	1458	205^	172^	154^	136^	704	237	409	393	418	308	96^	580	212	410	386	386	349	47v	23v
142 76 N 51	C~	2.0	.1	6	181	1416	289	219	237	79	672	188	360	358	430	375	69	514	186	320	320	385	335	22^	38^
ABC WEEKEND REPORT-SUN.	A	1.8	.1	8	163	1395	250^	187^	198^	158^	674	218^	393	288	383	363	83^	573	252^	452	406	434	413	33v	34v
SUN 1.00A 15 ABC 1	B	1.8	.1	8	163	1395	250^	187^	198^	158^	674	218^	393	288	383	363	83^	573	252^	452	406	434	413	33v	34v
151 81 N 51	C~	2.1	.0	9	190	1349	254	209	225	66	689	197	374	370	441	385	75	578	213	396	361	428	399	32^	31^
CBS LATE NIGHT I	A	2.8	.1	11	253	1413	344	272	260	93	756	259	438	400	470	423	83	556	211	339	310	354	317	21^	18^
MON 11.30P 64 CBS 5	B	2.8	.1	11	253	1413	344	272	260	93	756	259	438	400	470	423	83	556	211	339	310	354	317	21^	18^
164 79 FF 227	C~	3.5	.1	14	316	1398	292	230	232	84	709	215	411	392	453	396	85	534	192	347	316	367	319	35	31
TUE&THU 11.30P 66																									
WED 11.30P 62																									
FRI 12.00M 71																									
11.30 - 12.00	A	3.2	.1	10	285	1399	351	266	267	81	771	251	426	398	480	437	77	534	187	299	274	325	289	22^	18^
12.00 - 12.30	A	2.6	.1	11	239	1406	339	272	259	95	757	264	447	405	469	424	88	552	214	346	314	356	318	19^	19^
12.30 - 1.00	A	2.6	.0	12	232	1439	341	287	241	115	710	266	440	389	445	384	85	608	253	410	382	410	373	23^	13v
1.00 - 1.30	A	2.5	.0	13	226	1421	307	264	217	125^	656	246	425	363	418	354	82^	625	287	430	406	457	415	27v	7v
CBS LATE NIGHT II	A	2.1	.1	12	193	1413	340	273	256	116	737	281	460	412	473	413	104	585	241	391	354	387	338	20v	17v
MON 12.34A 50 CBS 5	B	2.1	.1	12	193	1413	340	273	256	116	737	281	460	412	473	413	104	585	241	391	354	387	338	20v	17v
164 78 FF 253	C~	2.4	.1	14	217	1288	297	228	225	90	689	219	409	398	441	385	90	506	202	347	316	374	326	33^	32^
CONT'D																									

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HH AVG. AUD. %	HH VCR RECRD %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE CONT'D																									
CBS LATE NIGHT II-CONT'D																									
TUE 12.36A 45																									
WED 12.32A 47																									
THU 12.36A 48																									
FRI 1.11A 51																									
12.30 - 1.00	A	2.1	.1	11	194	1409	343	268	266	110	762	285	458	413	481	427	107	568	231	366	324	351	300	14^	21^
1.00 - 1.30	A	2.1	.0	13	188	1405	337	270	252	116	729	278	454	407	469	407	100	582	241	390	357	393	343	19v	18v
1.30 - 2.00	A	2.4	.1	15	217	1383	323	282	226	131^	657	263	463	406	443	368	104^	614	257	446	418	458	420	39v	<<
2.00 - 2.30	A	1.8	.0	12	163	1294	302	263^	191^	122^	579	241^	381	313	344	291	100^	612	250^	481	448	448	408	27v	<<
CBS NEWS NIGHTWATCH-1	A	0.8	.0	8	71	1327	355	266	256^	68^	752	254^	487	460	505	471	110^	477	195^	312	277	309	245^	11v	<<
M-THSU 2.00A 30 CBS 5	B	0.8	.0	8	71	1327	355	266	256^	68^	752	254^	487	460	505	471	110^	477	195^	312	277	309	245^	11v	<<
52 57 N 232	C~	0.9	.0	9	81	1145	247	203	225	66^	689	209	364	332	367	385	66^	415	166	284	259	357	311	25v	24v
CBS NEWS NIGHTWATCH-2	A	0.8	.0	10	74	1215	344	249^	240^	69^	741	249^	437	415	496	450	107^	405	209^	291	268	296	231^	19v	<<
M-THSU 2.30A 30 CBS 5	B	0.8	.0	10	74	1215	344	249^	240^	69^	741	249^	437	415	496	450	107^	405	209^	291	268	296	231^	19v	<<
65 65 N 250	C~	0.9	.0	11	81	1145	297	203	225	66^	689	209	364	332	367	385	66^	415	166	284	259	285	311	25v	24v
CBS NEWS NIGHTWATCH-3	A	0.7	.0	11	63	1110	299	206^	213^	41v	638	224^	367	363	413	376	48v	405	214^	284^	273^	310	286^	13v	<<
MON-THU 3.00A 150 CBS 5	B	0.7	.0	11	63	1110	299	206^	213^	41v	638	224^	367	363	413	376	48v	405	214^	284^	273^	310	286^	13v	<<
80 74 N 258	C~	0.8	.0	14	72	966	278	183	211	49^	646	188	327	299	330	361	49^	350	140	240	218	241	210	14v	14v
SUN 3.00A 180																									
3.00 - 3.30	A	0.8	.0	11	71	1156	311	228^	232^	49v	679	246^	402	394	456	415	90^	408	221^	299	282	315	260^	17v	<<
3.30 - 4.00	A	0.7	.0	11	67	1146	299	221^	226^	41v	661	249^	398	390	450	417	61v	417	247^	297	276^	326	302	16v	<<
4.00 - 4.30	A	0.7	.0	12	61	1111	290^	198^	206^	36v	629	224^	355	355	399	363	35v	411	235^	286^	277^	318	308	16v	<<
4.30 - 5.00	A	0.6	.0	12	58	1112	301^	191^	199^	38v	646	217^	348	348	392	354	28v	397	195^	256^	250^	284^	271^	<<	<<
5.00 - 5.30	A	0.6	.0	12	58	1063	303^	199^	198^	38v	606	197^	336	336	372	334	26v	389	181^	266^	266^	291^	274^	<<	<<
5.30 - 6.00	A	0.5	.0	9	45	1209	336^	217v	291^	63v	633^	186v	403^	403^	477^	414^	<<	575^	203v	455^	455^	511^	511^	<<	<<
CBS NEWS NIGHTWATCH 3(B)	A	0.5	.0	8	45	1095	338^	260^	200v	60v	618^	227v	335^	335^	335^	275^	25v	367^	224v	224v	224v	272^	247v	<<	<<
MON 5.30A 30 CBS																									
62 55 N																									
CBS NEWS NIGHTWATCH-3(B)	A	0.5	.0	8	45	1159	269^	215v	215v	59v	687^	166v	400^	400^	455^	397^	141v	417^	135v	194v	194v	194v	108v	55v	<<
TUE 5.30A 30 CBS																									
63 56 N																									
CBS NEWS NIGHTWATCH-3(B)	A	0.7	.0	12	63	1096	353^	260^	217^	43v	700^	195^	392^	392^	392^	349^	24v	396^	200^	313^	313^	313^	289^	<<	<<
WED 5.30A 30 CBS																									
61 55 N																									
CBS NEWS NIGHTWATCH-3(B)	A	0.5	.0	8	45	1112	367^	241v	241v	<<	726^	162v	308^	306^	362^	362^	73v	332^	181v	322^	320^	320^	249v	<<	<<
THU 5.30A 30 CBS																									
60 56 N																									

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME DUR NET NO. OF T/C / #STNS CVG% TYPE	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE CONT'D																									
CBS SUNDAY NEWS	A	3.0	.1	7	271	1453	269	202	173	120^	795	210	389	348	398	328	87^	579	196	319	290	324	282	19v	9v
SUN 11.17P 15 CBS 1	B	3.0	.1	7	271	1453	269	202	173	120^	795	210	389	348	398	328	87^	579	196	319	290	324	282	19v	9v
119 64 N 52	C~	3.2	.1	7	289	1449	278	194	211	55	807	153	368	355	392	361	56	555	128	280	273	321	297	28^	17^
11.00 - 11.30	A	3.0	.0	6	271	1469	268	202	175	119^	800	210	390	351	401	330	89^	587	198	325	295	330	288	19v	9v
11.30 - 12.00	A	2.7	.0	6	244	1505	300	225	179^	145^	846	234	428	369	422	345	85^	588	206	313	290	321	269	21v	10v
DAVID LETTERMAN I	A	3.6	.2	17	325	1270	252	220	193	90	594	223	402	382	413	353	152	568	290	435	408	433	341	41^	16^
MON-THU 12.30A 30 NBC 5	B	3.6	.2	17	325	1270	252	220	193	90	594	223	402	382	413	353	152	568	290	435	408	433	341	41^	16^
210 99 GV 253	C~	3.9	.1	19	353	1387	274	234	208	116	636	270	436	398	424	370	167	575	315	443	388	428	344	60	42
FRI 12.32A 30																									
12.30 - 1.00	A	3.6	.2	17	324	1273	253	220	194	91	595	224	403	383	413	354	152	569	290	437	409	435	342	41^	16^
1.00 - 1.30	A	3.8	.2	18	344	1281	252	220	203	66^	607	236	369	352	427	391	155	555	321	415	385	413	328	65^	25v
DAVID LETTERMAN II	A	2.7	.2	16	246	1232	265	236	197	92	577	235	396	374	405	346	145	554	300	420	392	418	327	37^	16v
MON-THU 1.00A 30 NBC 5	B	2.7	.2	16	246	1232	265	236	197	92	577	235	396	374	405	346	145	554	300	420	392	418	327	37^	16v
210 99 GV 253	C~	3.2	.1	19	289	1368	264	228	201	123	614	282	430	392	434	361	179	584	349	460	419	441	349	59	41
FRI 1.02A 30																									
1.00 - 1.30	A	2.7	.2	16	245	1236	266	237	197	92	580	236	398	376	407	347	145	556	300	421	394	420	329	37^	16v
1.30 - 2.00	A	2.6	.2	15	235	1224	260	230	212	80^	498	195^	314	314	373	313	190^	563	310	401	364	393	281	76^	54^
FRIDAY NIGHT VIDEOS	A	1.9	.1	13	172	1195	211^	210^	160^	118^	448	253^	337	325	354	264^	181^	587	350	439	402	423	329	95^	32v
FRI 1.32A 60 NBC 1	B	1.9	.1	13	172	1195	211^	210^	160^	118^	448	253^	337	325	354	264^	181^	587	350	439	402	423	329	95^	32v
180 97 PC 51	C~	2.6	.1	17	235	1387	257	225	195	159	556	304	453	390	432	333	213	539	373	467	403	420	323	99	62
1.30 - 2.00	A	2.2	.2	13	199	1218	203^	202^	148^	98^	456	240	323	318	363	284	176^	605	361	452	418	440	349	93^	29v
2.00 - 2.30	A	1.6	.1	12	145	1207	228^	228^	181^	143^	455	277^	365	343	357	251^	189^	584	346	437	396	415	317^	99^	36v
2.30 - 3.00	A	1.4	.1	11	127	1172	212^	212^	158^	166^	423	260^	361^	337^	337^	214^	245^	569	345^	456	387	409	299^	120^	39v
HURRICANE GILBERT SPECIAL(S)	A	7.0	.1	18	633	1439	279	212	200	91	701	205	375	332	380	348	74	609	195	374	351	373	334	22^	36^
FRI 11.30P 30 CBS																									
211 98 N																									
LATER WITH BOB COSTAS	A	1.5	.1	12	136	1165	270	239	189	102	588	225	404	370	393	336	142	492	272	383	353	377	287	25^	24^
MON-THU 1.30A 30 NBC 4	B	1.5	.1	12	136	1165	270	239	189	102	588	225	404	370	393	336	142	492	272	383	353	377	287	25^	24^
151 85 GV 16	C~	1.7	.1	13	154	1212	236	194	179	81^	547	221	347	351	350	340	128	550	263	414	377	415	329	33^	32^
LATE SHOW-FOX	A	1.1	.0	4	98	1291	256	208	192	88^	589	278	410	402	426	362	149^	538	290	443	413	456	409	92^	29v
MON-THU 11.30P 60 FOX 5	B	1.1	.0	4	98	1291	256	208	192	88^	589	278	410	402	426	362	149^	538	290	443	413	456	409	92^	29v
104 77 GV 254	C~	1.4	.0	4	127	1472	286	261	241	140	664	322	468	427	472	413	169	601	346	503	416	458	359	72^	62^
FRI 12.00M 60																									
11.30 - 12.00	A	1.2	.0	4	104	1277	293	244	226	90^	599	266	416	409	434	367	149	496	269	423	402	428	387	109^	27^
12.00 - 12.30	A	1.0	.0	4	92	1265	234	190^	176^	92^	571	281	399	393	418	350	152^	541	295	446	411	456	399	78^	30v
12.30 - 1.00	A	1.3	.0	5	118	1246	172^	122^	101^	56v	531	269^	367^	353^	363^	336^	115^	596	302^	433	399	487	459	71v	29v
SUMMER OLYMPICS-SAT-LATE(S)	A	7.1	.2	27	642	1532	267	196	209	97	726	251	432	401	470	418	127	632	246	446	406	451	405	54^	34^
CONT'D																									

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 12-18, 1988

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE CONT'D																									
SUMMER OLYMPICS-SAT-LATE-CONT'D																									
SAT 12.30A 120 NBC																									
214 99 SE																									
12.30 - 1.00	A	8.6	.2	26	777	1559	280	203	223	77	739	241	423	404	477	436	103	623	220	430	401	438	402	49^	41^
1.00 - 1.30	A	7.7	.1	27	696	1501	262	197	198	106	724	255	437	403	463	407	127	606	239	435	399	441	390	54^	41^
1.30 - 2.00	A	6.8	.2	28	615	1555	263	195	200	115	729	260	441	404	469	403	159	648	268	458	404	453	399	66^	29^
2.00 - 2.30	A	5.3	.2	27	479	1505	262	187	214	91^	705	249	427	391	472	424	125	664	269	474	425	482	438	44^	21v
SUMMER OLYMPICS-SUN-LATE(S)	A	7.1	.2	32	642	1464	269	210	206	79	655	222	392	373	430	377	108	708	245	484	454	499	446	40^	12v
SUN 12.30A 120 NBC																									
217 99 SE																									
12.30 - 1.00	A	9.4	.2	33	850	1498	296	240	232	74	689	231	421	401	457	409	99	693	222	465	434	481	436	44^	14^
1.00 - 1.30	A	7.9	.2	33	714	1460	277	219	218	79	654	220	388	366	423	374	103	711	250	489	460	506	457	35^	10v
1.30 - 2.00	A	6.5	.1	32	588	1443	237	174	182	86	643	222	378	357	418	361	114	709	246	486	458	503	445	39^	12v
2.00 - 2.30	A	4.7	.2	31	425	1401	239	177	164	80^	594	201	349	340	397	332	120	712	277	504	473	508	441	40^	12v
TONIGHT SHOW	A	5.6	.1	18	504	1330	253	194	183	75	695	182	367	346	385	341	94	555	195	344	331	363	303	31	16^
MON-THU 11.30P 60 NBC 4	B	5.6	.1	18	504	1330	253	194	183	75	695	182	367	346	385	341	94	555	195	344	331	363	303	31	16^
206 99 GV 246	C	6.0	.1	20	542	1373	274	213	214	88	723	219	404	378	430	385	99	529	211	352	320	364	307	47	34
11.30 - 12.00	A	6.0	.1	17	540	1355	257	197	187	81	710	190	379	356	398	353	86	559	191	340	329	365	310	32	20^
12.00 - 12.30	A	5.2	.1	19	466	1308	250	192	179	67	681	175	354	337	371	328	104	554	201	349	334	362	295	30	12^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME DUR NET NO. OF T/C / #STNS CVG% NET TYPE	KEY	HH AVG. AUD. %	HH VCR RECRD %	HH SH %	HH AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOTAL 6-11
MON-FRI EARLY MORNING																									
ABC WORLD NEWS-MORN-615A	A	1.5	.0	14	136	48^	256	236	556	196	420	420	315	111^	469	104^	320	323	324	122^	<<	20v	12v	32v	32v
MON-FRI 6.15A 15 ABC 5	B	1.5	.0	14	136	48^	256	236	556	196	420	420	315	111^	469	104^	320	323	324	122^	<<	20v	12v	32v	32v
140 82 N 254	C	1.3	.0	14	118	64^	274	225	636	173	403	400	360	170	503	143	344	344	302	145	17v	17v	15v	15v	18v
ABC WORLD NEWS-MORN-645A	A	2.6	.0	17	239	49^	275	230	611	226	432	414	303	160	477	113	325	334	299	123	12v	20^	16v	33^	40^
MON-FRI 6.45A 15 ABC 5	B	2.6	.0	17	239	49^	275	230	611	226	432	414	303	160	477	113	325	334	299	123	12v	20^	16v	33^	40^
183 92 N 253	C	2.2	.0	16	199	61	283	216	611	188	387	394	319	186	467	119	291	305	297	150	25^	25^	18^	26^	31^
BEFORE HOURS	A	0.9	.0	10	80	32v	221^	161^	570	150^	304	322	330	213^	485	163^	279	252	264	145^	30v	<<	<<	31v	13v
MON-FRI 6.15A 15 NBC 5	B	0.9	.0	10	80	32v	221^	161^	570	150^	304	322	330	213^	485	163^	279	252	264	145^	30v	<<	<<	31v	13v
145 85 N 254	C	0.7	.0	9	63	74^	318	261	590	161	374	413	334	225	400	213	274	240	187	135^	32v	15v	28v	27v	33v
CBS MORNING NEWS- 6:30AM	A	1.1	.0	10	98	55^	261	213	539	191	350	338	253	167^	491	165^	304	317	261	141^	<<	29v	27v	26v	40v
MON-FRI 6.30A 30 CBS 5	B	1.1	.0	10	98	55^	261	213	539	191	350	338	253	167^	491	165^	304	317	261	141^	<<	29v	27v	26v	40v
130 81 N 259	C	1.1	.0	11	99	56^	283	166	564	137	298	315	340	229	425	102	233	203	238	193	20v	10v	18v	17v	21v
CBS THIS MORNING-1	A	2.5	.0	12	224	34^	263	212	626	127	317	330	323	270	533	96	257	259	292	245	3v	9v	23^	13v	24^
MON-FRI 7.30A 30 CBS 5	B	2.5	.0	12	224	34^	263	212	626	127	317	330	323	270	533	96	257	259	292	245	3v	9v	23^	13v	24^
205 98 N 209	C	2.1	.0	11	190	49^	191	139	640	107	281	303	312	330	445	89	213	213	228	213	16^	10v	19^	18^	22^
CBS THIS MORNING-2	A	2.4	.0	12	213	47^	229	168	692	162	319	315	329	318	480	60^	178	192	264	268	<<	5v	14v	12v	12v
MON-FRI 8.30A 30 CBS 5	B	2.4	.0	12	213	47^	229	168	692	162	319	315	329	318	480	60^	178	192	264	268	<<	5v	14v	12v	12v
206 98 N 209	C	2.3	.0	11	208	49	155	95	674	114	256	251	325	397	406	65	167	170	189	215	10v	9v	26^	25^	30^
GOOD MORNING, AMERICA-730	A	4.0	.0	19	365	72	230	183	694	183	381	418	382	252	429	86	232	256	245	162	16^	13^	17^	17^	16^
MON-FRI 7.30A 30 ABC 5	B	4.0	.0	19	365	72	230	183	694	183	381	418	382	252	429	86	232	256	245	162	16^	13^	17^	17^	16^
220 99 N 253	C	4.0	.0	20	362	57	256	192	697	169	376	390	374	276	420	93	208	224	218	188	11^	8^	20^	24^	29
GOOD MORNING, AMERICA-830	A	4.0	.0	19	358	89	198	165	775	196	377	398	399	330	327	73	156	167	167	145	10v	10v	22^	28^	20^
MON-FRI 8.30A 30 ABC 5	B	4.0	.0	19	358	89	198	165	775	196	377	398	399	330	327	73	156	167	167	145	10v	10v	22^	28^	20^
219 99 N 253	C	4.1	.0	19	371	76	206	161	756	165	367	380	399	346	365	73	156	177	191	172	8^	8^	24^	23^	28
NBC NEWS AT SUNRISE	A	2.2	.0	21	195	44^	267	198	616	104	373	426	433	170	518	119	278	331	327	140	26^	28^	11v	24^	16v
MON-FRI 6.00A 30 NBC 5	B	2.2	.0	21	195	44^	267	198	616	104	373	426	433	170	518	119	278	331	327	140	26^	28^	11v	24^	16v
206 98 N 255	C	2.0	.1	21	181	57	289	238	620	132	360	375	374	205	467	112	224	252	261	188	22^	27^	10v	19^	23^
TODAY SHOW-7.30AM	A	4.6	.0	22	418	42^	238	171	677	142	321	353	357	303	432	92	208	208	242	188	14^	4v	18^	28^	22^
MON-FRI 7.30A 30 NBC 5	B	4.6	.0	22	418	42^	238	171	677	142	321	353	357	303	432	92	208	208	242	188	14^	4v	18^	28^	22^
210 99 N 255	C	4.4	.0	22	398	52	233	166	681	128	327	354	372	315	467	102	218	229	228	209	13^	10^	22^	17^	26
TODAY SHOW-8.30AM	A	4.4	.0	22	400	42^	172	104	738	107	254	285	365	432	364	73	135	145	174	195	5v	2v	14^	22^	13^
MON-FRI 8.30A 30 NBC 5	B	4.4	.0	22	400	42^	172	104	738	107	254	285	365	432	364	73	135	145	174	195	5v	2v	14^	22^	13^
210 99 N 254	C	4.5	.0	21	407	53	178	138	735	117	306	321	385	385	395	83	185	186	194	199	10^	10^	22^	17^	20^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP.12–18,1988

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME																									
ABC AFTERSCHOOL SPECIAL(S)	A	6.8	.2	20	615	108	226	179	198	775	337	477	341	409	288	229	304	82	28^	110	75^	51^	46^	48^	48^
THU 4.00P 60 ABC																									
180 90 FV																									
DATE RAPE																									
4.00 - 4.30	A	6.5	.3	20	588	109	229	177	190	793	353	488	354	431	293	228	286	79	26^	94	69^	50^	52^	53^	49^
4.30 - 5.00	A	7.2	.3	21	651	106	221	177	203	747	318	460	324	384	280	227	316	83	30^	123	80	52^	39^	43^	48^
ALL MY CHILDREN	A	6.9	.8	24	624	127	234	208	137	862	392	602	479	524	346	215	286	64	19^	26^	22^	32	65	62	35
MON-FRI 1.00P 60 ABC 5	B	6.9	.8	24	624	127	234	208	137	862	392	602	479	524	346	215	286	64	19^	26^	22^	32	65	62	35
222 99 DD 252	C~	7.3	.6	24	660	142	238	210	151	835	376	574	458	499	340	211	256	68	17	52	39	57	65	68	50
1.00 - 1.30	A	6.5	.8	22	584	124	235	208	139	856	389	594	469	508	343	223	285	64	19^	25^	22^	31^	69	66	35
1.30 - 2.00	A	7.4	.8	25	669	128	230	206	134	860	392	603	484	533	346	206	286	64	19^	27^	22^	33	60	59	34
AMERICAN TREASURY	A	4.8	.2	16	434	79	187	143	105	855	216	391	302	357	357	409	260	122	23^	36	32^	29^	53	37	44
MWF 3.58P 1 CBS 3	B	4.8	.2	16	434	79	187	143	105	855	216	391	302	357	357	409	260	122	23^	36	32^	29^	53	37	44
210 97 DO 148	C~	4.6	.2	15	416	92	203	143	132	876	229	427	324	377	376	397	264	123	27	56	49	39	54	41	55
ANOTHER WORLD	A	4.6	.4	16	419	86	154	128	137	880	272	491	381	421	384	348	223	82	16^	34^	39^	41^	55	71	25^
MON-FRI 2.00P 60 NBC 5	B	4.6	.4	16	419	86	154	128	137	880	272	491	381	421	384	348	223	82	16^	34^	39^	41^	55	71	25^
205 98 DD 247	C~	5.0	.3	17	452	83	187	168	165	847	263	458	339	404	365	328	262	99	31	89	63	40	53	48	41
2.00 - 2.30	A	4.7	.4	16	423	83	156	130	138	883	279	491	376	418	382	349	234	82	15^	31^	34^	40^	63	75	27^
2.30 - 3.00	A	4.6	.4	16	416	88	151	125	137	877	264	491	386	425	387	347	212	81	17^	38^	43^	42^	47	66	23^
AS THE WORLD TURNS	A	6.3	.5	22	566	111	166	135	120	933	273	450	339	395	356	427	259	125	12^	17^	13^	27^	45	51	21^
MON-FRI 2.00P 60 CBS 5	B	6.3	.5	22	566	111	166	135	120	933	273	450	339	395	356	427	259	125	12^	17^	13^	27^	45	51	21^
214 99 DD 253	C~	6.5	.4	22	588	99	171	129	118	906	231	413	324	373	374	431	273	120	22	42	33	40	53	49	46
2.00 - 2.30	A	6.2	.5	22	564	111	169	135	120	935	274	447	335	390	354	433	262	127	11^	15^	12^	28^	45	54	20^
2.30 - 3.00	A	6.3	.5	22	571	109	162	134	118	926	271	450	341	398	355	418	254	122	13^	19^	15^	25^	45	48	22^
BOLD AND THE BEAUTIFUL	A	5.2	.3	18	474	87	172	143	105	929	247	426	329	386	364	447	259	128	9v	12^	12^	31^	40	56	16^
MON-FRI 1.30P 30 CBS 5	B	5.2	.3	18	474	87	172	143	105	929	247	426	329	386	364	447	259	128	9v	12^	12^	31^	40	56	16^
199 93 DD 251	C~	5.3	.1	18	479	94	185	138	104	877	220	408	320	371	379	428	282	120	23	31	26	48	57	54	47
CLASSIC CONCENTRATION	A	3.4	.1	16	311	75	115	83	52^	847	136	283	238	308	357	494	296	176	7v	8v	11v	25^	35^	48^	12v
MON-FRI 10.30A 30 NBC 5	B	3.4	.1	16	311	75	115	83	52^	847	136	283	238	308	357	494	296	176	7v	8v	11v	25^	35^	48^	12v
147 78 QG 250	C~	3.6	.0	16	325	80	136	102	76	775	167	309	257	321	325	394	311	144	31	39	31	60	74	71	70
DAYS OF OUR LIVES	A	6.6	.9	23	600	87	162	137	179	840	276	473	331	377	353	321	259	96	20^	54	49	40	59	68	31^
MON-FRI 1.00P 60 NBC 5	B	6.6	.9	23	600	87	162	137	179	840	276	473	331	377	353	321	259	96	20^	54	49	40	59	68	31^
209 99 DD 251	C~	7.0	.8	23	633	91	178	157	191	827	279	468	338	396	347	292	254	98	35	108	83	42	60	52	49
1.00 - 1.30	A	6.4	.9	22	577	81	167	142	169	833	264	455	319	363	348	334	268	95	20^	46	44	40	61	70	31^
1.30 - 2.00	A	7.0	.9	24	629	92	157	131	187	839	284	485	339	387	354	307	248	96	21^	60	53	39	58	67	30
FAMILY FEUD	A	2.8	.0	14	253	73^	161	133	97	712	202	329	243	308	352	317	345	138	9v	15v	11v	49^	49^	64^	34^
MON-FRI 10.00A 30 CBS 5	B	2.8	.0	14	253	73^	161	133	97	712	202	329	243	308	352	317	345	138	9v	15v	11v	49^	49^	64^	34^
CONT'D																									

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME CONT'D																									
FAMILY FEUD-CONT'D 169 81 QP 54	C~	3.1	.0	14	280	73	158	130	108	633	182	317	249	298	317	254	301	114	54	84	66	108	86	62	133
GENERAL HOSPITAL	A	7.7	.6	27	698	122	198	163	150	861	346	539	427	493	346	256	241	83	20^	63	47	24^	53	43	34
MON-FRI 3.00P 60 ABC 5	B	7.7	.6	27	698	122	198	163	150	861	346	539	427	493	346	256	241	83	20^	63	47	24^	53	43	34
222 99 DD 252	C~	7.7	.6	26	696	122	231	195	158	859	346	527	414	465	340	274	231	86	23	70	50	44	59	54	47
3.00 - 3.30	A	7.6	.6	27	689	123	191	158	149	864	349	547	432	497	348	252	244	81	20^	57	44	25^	55	45	35
3.30 - 4.00	A	7.9	.6	27	711	120	204	168	150	854	341	529	421	486	343	259	238	84	20^	69	51	23^	50	41	32
GROWING PAINS M-F	A	2.4	.0	11	217	131	267	240	125	686	349	495	384	415	253	159	330	56^	32^	35^	23^	73^	107	126	55^
MON-FRI 11.00A 30 ABC 5	B	2.4	.0	11	217	131	267	240	125	686	349	495	384	415	253	159	330	56^	32^	35^	23^	73^	107	126	55^
158 79 CS 50	C~	3.4	.0	14	307	100	183	161	179	517	254	404	287	323	206	111	247	42	109	169	120	134	184	108	215
GUIDING LIGHT	A	5.1	.2	18	463	95	179	144	113	911	250	439	340	388	377	423	250	129	22^	29^	24^	22^	56	40^	38^
MON-FRI 3.00P 60 CBS 5	B	5.1	.2	18	463	95	179	144	113	911	250	439	340	388	377	423	250	129	22^	29^	24^	22^	56	40^	38^
214 99 DD 250	C~	6.0	.3	20	542	91	200	146	128	878	232	426	334	375	382	409	249	118	22	54	43	36	54	42	46
3.00 - 3.30	A	5.1	.3	18	461	101	182	150	114	925	260	452	351	399	381	425	252	133	20^	27^	23^	20^	52	40	31^
3.30 - 4.00	A	5.2	.2	17	466	89	175	139	111	893	239	425	327	375	373	420	246	125	25^	31^	25^	23^	61	39^	45
HOME	A	2.4	.1	11	213	121	257	229	100	750	288	480	386	431	359	224	342	87	12v	21v	12v	38^	68^	72^	33^
MON-FRI 11.30A 30 ABC 5	B	2.4	.1	11	213	121	257	229	100	750	288	480	386	431	359	224	342	87	12v	21v	12v	38^	68^	72^	33^
174 85 IA 174	C~	2.6	.0	11	235	131	240	211	106	755	304	504	415	467	360	218	252	63	26^	50	35^	61	73	67	70
LOVING	A	3.4	.3	13	307	134	252	219	135	845	369	533	411	458	327	266	270	60^	16^	31^	19^	33^	99	83	49^
MON-FRI 12.30P 30 ABC 5	B	3.4	.3	13	307	134	252	219	135	845	369	533	411	458	327	266	270	60^	16^	31^	19^	33^	99	83	49^
178 88 DD 251	C~	4.0	.3	14	362	137	245	219	133	801	366	556	437	477	316	228	234	59	20^	46	37	64	62	72	51
NEW CARD SHARKS	A	2.7	.0	13	248	79	155	136	79	737	196	325	254	314	358	352	356	176	6v	13v	12v	55^	53^	81	28^
MON-FRI 10.30A 30 CBS 5	B	2.7	.0	13	248	79	155	136	79	737	196	325	254	314	358	352	356	176	6v	13v	12v	55^	53^	81	28^
163 77 QP 254	C~	3.1	.0	14	280	77	144	106	63	667	170	317	265	317	332	315	392	220	29^	35	22^	76	80	72	81
NEWSBREAK-11.57	A	5.3	.1	23	479	82	144	126	109	797	200	340	245	290	333	412	356	178	8v	17^	17^	58	54	79	34^
MON-FRI 11.57A 2 CBS 5	B	5.3	.1	23	479	82	144	126	109	797	200	340	245	290	333	412	356	178	8v	17^	17^	58	54	79	34^
192 90 N 253	C~	5.0	.0	20	452	66	160	124	75	744	173	314	257	300	309	378	392	207	25	35	25	63	68	64	64
NEWSBREAK-3.44	A	4.9	.2	17	439	95	171	133	114	894	235	426	325	373	379	420	254	130	22^	29^	27^	21^	62	40^	43
MON&TUE 3.43P 1 CBS 5	B	4.9	.2	17	439	95	171	133	114	894	235	426	325	373	379	420	254	130	22^	29^	27^	21^	62	40^	43
208 97 N 249	C~	5.1	.2	17	461	95	201	158	123	891	236	411	322	374	376	432	257	120	22	55	42	39	56	44	49
WED-FRI 3.41P 1																									
ONE LIFE TO LIVE	A	7.4	.6	26	671	146	192	165	141	865	370	575	454	515	349	229	251	76	22^	36	30	34	60	57	37
MON-FRI 2.00P 60 ABC 5	B	7.4	.6	26	671	146	192	165	141	865	370	575	454	515	349	229	251	76	22^	36	30	34	60	57	37
221 99 DD 250	C~	7.4	.5	25	669	144	216	188	154	852	361	557	438	484	348	238	227	80	20	56	40	48	64	64	49
2.00 - 2.30	A	7.4	.7	26	665	147	192	166	136	862	367	576	459	521	355	224	254	77	22^	32	29	34	63	60	37
2.30 - 3.00	A	7.5	.7	26	678	144	191	163	147	864	373	572	447	508	343	232	247	75	23^	39	31	34	57	55	37
PRICE IS RIGHT 1	A	4.5	.0	21	410	74	129	104	76	756	176	299	231	280	327	408	383	183	6v	11^	12^	46	36^	61	21^
CONT'D																									

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HH AVG. AUD. %	HH VCR RECRD %	HH SH %	HH AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME CONT'D																									
PRICE IS RIGHT 1-CONT'D																									
MON-FRI 11.00A 30 CBS 5	B	4.5	.0	21	410	74	129	104	76	756	176	299	231	280	327	408	383	183	6v	11^	12^	46	36^	61	21^
214 99 AP 252	C~	5.1	.0	22	461	67	140	93	73	689	162	282	222	261	293	371	403	208	29	34	24	77	78	75	85
PRICE IS RIGHT 2	A	5.8	.0	26	523	72	148	119	91	777	178	314	235	278	319	421	378	193	8v	16^	17^	48	46	65	28^
MON-FRI 11.30A 30 CBS 5	B	5.8	.0	26	523	72	148	119	91	777	178	314	235	278	319	421	378	193	8v	16^	17^	48	46	65	28^
214 99 AP 254	C~	6.5	.0	27	588	62	144	101	73	715	162	292	229	267	288	383	417	217	28	33	24	76	76	71	77
RYAN'S HOPE	A	2.1	.2	8	188	132	246	213	135	877	401	551	424	466	341	283	326	77^	19v	18v	17v	34^	131	110	55^
MON-FRI 12.00N 30 ABC 5	B	2.1	.2	8	188	132	246	213	135	877	401	551	424	466	341	283	326	77^	19v	18v	17v	34^	131	110	55^
155 78 DD 252	C~	2.7	.2	10	244	138	231	217	131	804	376	558	457	492	312	198	242	52	21^	56	38^	73	70	82	68
SALE OF THE CENTURY	A	2.9	.0	14	266	60^	123	86	42^	840	128	266	232	312	369	493	341	181	4v	9v	10v	22^	29^	35^	15v
MON-FRI 10.00A 30 NBC 5	B	2.9	.0	14	266	60^	123	86	42^	840	128	266	232	312	369	493	341	181	4v	9v	10v	22^	29^	35^	15v
147 79 QG 250	C~	3.1	.0	14	280	63	144	106	51	767	133	296	249	317	317	427	362	182	22^	28^	22^	57	55	56	52
SANTA BARBARA	A	4.4	.4	15	401	91	148	124	152	824	265	480	376	418	376	301	196	67	20^	73	60	43^	40^	65	18^
MON-FRI 3.00P 60 NBC 5	B	4.4	.4	15	401	91	148	124	152	824	265	480	376	418	376	301	196	67	20^	73	60	43^	40^	65	18^
202 97 DD 247	C~	4.6	.2	15	416	88	174	151	179	809	245	441	335	389	376	301	264	92	32	115	81	39	54	48	45
3.00 - 3.30	A	4.4	.3	16	394	93	153	131	152	837	269	497	390	432	390	299	198	67	20^	61	57	46^	40^	68	17^
3.30 - 4.00	A	4.5	.4	15	407	91	144	117	154	814	263	466	364	408	364	304	195	68	19^	85	64	41^	41^	63	19^
SCRABBLE	A	3.9	.1	15	351	51^	119	89	74	776	146	319	253	303	355	407	359	190	16^	15^	21^	31^	45^	61	15^
MON-FRI 12.30P 30 NBC 5	B	3.9	.1	15	351	51^	119	89	74	776	146	319	253	303	355	407	359	190	16^	15^	21^	31^	45^	61	15^
168 83 QG 264	C~	4.1	.1	15	371	58	130	98	77	756	137	287	238	296	319	415	342	172	35	45	41	53	56	50	56
SUPER PASSWORD	A	3.0	.1	12	269	75	102	88	76	819	176	329	260	314	326	437	295	171	9v	11v	13v	27^	51^	60^	18^
MON-FRI 12.00N 30 NBC 5	B	3.0	.1	12	269	75	102	88	76	819	176	329	260	314	326	437	295	171	9v	11v	13v	27^	51^	60^	18^
162 74 QG 250	C~	3.4	.1	13	307	67	118	86	81	760	144	289	242	289	289	408	330	166	30^	48	40	58	61	61	60
WHEEL OF FORTUNE	A	4.3	.1	21	392	64	117	78	63	820	156	291	236	288	330	477	310	169	9v	8v	14^	36^	49	67	18^
MON-FRI 11.00A 30 NBC 5	B	4.3	.1	21	392	64	117	78	63	820	156	291	236	288	330	477	310	169	9v	8v	14^	36^	49	67	18^
211 99 QG 250	C~	5.3	.1	22	479	62	160	110	67	799	156	296	242	305	327	440	335	178	21	29	24	45	57	57	43
WIN, LOSE OR DRAW	A	3.8	.1	17	342	87	130	106	100	840	218	384	296	337	334	415	263	130	19^	16^	20^	47^	66	90	23^
MON-FRI 11.30A 30 NBC 5	B	3.8	.1	17	342	87	130	106	100	840	218	384	296	337	334	415	263	130	19^	16^	20^	47^	66	90	23^
194 92 QG 263	C~	4.2	.0	17	380	86	159	131	103	763	197	374	294	344	334	345	311	123	37	57	46	61	81	79	65
YOUNG AND THE RESTLESS	A	7.6	.6	29	689	98	183	158	123	889	280	459	346	402	361	374	257	117	13^	14^	17^	46	45	68	22^
MON-FRI 12.30P 60 CBS 5	B	7.6	.6	29	689	98	183	158	123	889	280	459	346	402	361	374	257	117	13^	14^	17^	46	45	68	22^
215 99 DD 254	C~	7.9	.4	29	714	107	192	157	127	863	266	447	345	388	355	367	272	122	20	38	32	53	70	70	49
12.30 - 1.00	A	7.5	.6	29	674	98	183	158	118	875	270	444	336	391	357	376	263	123	13^	13^	16^	48	42	70	20^
1.00 - 1.30	A	7.8	.7	29	709	97	181	157	127	896	287	470	353	410	362	370	248	110	14^	15^	18^	43	46	66	23^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 12-18, 1988

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HH AVG. AUD. %	HH VCR RECRD %	HH SH %	HH AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN																									
ADV. RAGGEDY ANN & ANDY	A	2.9	.0	18	262	1268	92^	249	197	44^	189	130^	83^	47^	92^	38v	700	332	368	249	450	201	249	255	195
SAT 8.00A 30 CBS 1	B	2.9	.0	18	262	1268	92^	249	197	44^	189	130^	83^	47^	92^	38v	700	332	368	249	450	201	249	255	195
197 94 CA 1	C	2.9	.0	18	262	1268	92^	249	197	44^	189	130^	83^	47^	92^	38v	700	332	368	249	450	201	249	255	195
ALF-SAT MORN I	A	5.1	.1	19	461	1468	98^	415	301	84^	265	177	100^	77^	112	65^	611	337	273	246	365	199	165	198	167
SAT 10.00A 30 NBC 1	B	5.1	.1	19	461	1468	98^	415	301	84^	265	177	100^	77^	112	65^	611	337	273	246	365	199	165	198	167
206 99 CA 2	C	4.9	.1	18	443	1396	98	373	289	74	235	166	101	66	107	59	621	343	278	240	381	200	181	209	173
ALF-SAT MORN II	A	5.0	.0	18	452	1440	99^	374	292	71^	270	176	111	65^	136	39^	620	314	307	232	388	195	192	196	192
SAT 10.30A 30 NBC 1	B	5.0	.0	18	452	1440	99^	374	292	71^	270	176	111	65^	136	39^	620	314	307	232	388	195	192	196	192
204 99 CA 2	C	5.2	.0	19	466	1399	100	350	285	78	232	185	113	72	133	52	632	333	299	237	395	202	193	206	189
ALVIN AND THE CHIPMUNKS	A	6.0	.2	21	542	1486	141	362	287	56^	200	225	107	118	156	69^	700	322	378	264	436	199	237	228	208
SAT 11.00A 30 NBC 1	B	6.0	.2	21	542	1486	141	362	287	56^	200	225	107	118	156	69^	700	322	378	264	436	199	237	228	208
195 97 CA 2	C	6.3	.1	22	570	1444	127	333	277	61	179	215	95	119	151	64	717	352	365	276	440	210	231	231	210
BEANY AND CECIL	A	2.1	.1	13	190	1388	68^	385	301	22v	232^	68^	58v	10v	51v	17v	703	407	296	359	344	205^	139^	161^	183^
SAT 8.00A 30 ABC 1	B	2.1	.1	13	190	1388	68^	385	301	22v	232^	68^	58v	10v	51v	17v	703	407	296	359	344	205^	139^	161^	183^
211 97 CA 2	C	2.0	.1	13	181	1383	64^	302	233	20v	218	95^	61^	34^	84^	11v	768	413	355	335	432	205	228	208	224
BUGS BUNNY/TWEETY SHOW I(B)	A	3.9	.0	12	353	1496	125^	464	356	79^	278	159	88^	71^	92^	67^	596	362	234	298	298	149	149	192	106^
SAT 11.00A 30 ABC																									
176 75 CA																									
BUGS BUNNY/TWEETY SHOW II(B)	A	5.6	.1	17	506	1539	143	468	367	65^	262	204	84^	120	120	84^	604	355	249	278	327	170	157	195	132
SAT 11.30A 30 ABC																									
174 74 CA																									
CBS STORYBREAK	A	2.9	.0	9	262	1449	108^	367	229	81^	276	229	119^	110^	155^	74^	577	349	228	189	388	225	163^	156^	231
SAT 12.30P 30 CBS 1	B	2.9	.0	9	262	1449	108^	367	229	81^	276	229	119^	110^	155^	74^	577	349	228	189	388	225	163^	156^	231
128 59 CL 1	C	2.9	.0	9	262	1449	108^	367	229	81^	276	229	119^	110^	155^	74^	577	349	228	189	388	225	163^	156^	231
J'S GHOST & LEFTOVER BASEBL TEAM																									
FLIP	A	3.6	.1	12	325	1417	89^	290	215	81^	252	280	125^	155	203	78^	596	242	354	179	417	168	249	172	244
SAT 11.30A 30 CBS 1	B	3.6	.1	12	325	1417	89^	290	215	81^	252	280	125^	155	203	78^	596	242	354	179	417	168	249	172	244
177 85 CL 1	C	3.6	.1	12	325	1417	89^	290	215	81^	252	280	125^	155	203	78^	596	242	354	179	417	168	249	172	244
GARFIELD AND FRIENDS	A	7.5	.1	25	678	1416	122	293	256	57^	202	183	91	92	126	56^	739	371	368	301	438	227	211	243	195
SAT 10.30A 30 CBS 1	B	7.5	.1	25	678	1416	122	293	256	57^	202	183	91	92	126	56^	739	371	368	301	438	227	211	243	195
201 94 CA 1	C	7.5	.1	25	678	1416	122	293	256	57^	202	183	91	92	126	56^	739	371	368	301	438	227	211	243	195
GUMMI BEARS	A	3.5	.1	18	316	1285	55^	291	205	69^	213	166	140^	27v	91^	75^	614	324	290	224	390	196	195	197	194
SAT 8.30A 30 NBC 1	B	3.5	.1	18	316	1285	55^	291	205	69^	213	166	140^	27v	91^	75^	614	324	290	224	390	196	195	197	194
196 95 CA 2	C	3.6	.1	19	325	1229	54^	248	179	60^	207	145	104	41^	86	59^	629	354	275	229	400	216	184	200	199
HEY, VERN, IT'S ERNEST	A	5.3	.1	17	479	1470	125	325	272	57^	247	204	100	104	157	47^	694	369	325	278	416	233	183	209	208
SAT 11.00A 30 CBS 1	B	5.3	.1	17	479	1470	125	325	272	57^	247	204	100	104	157	47^	694	369	325	278	416	233	183	209	208
192 93 CL 1	C	5.3	.1	17	479	1470	125	325	272	57^	247	204	100	104	157	47^	694	369	325	278	416	233	183	209	208

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME DUR NET NO. / #STNS CVG% TYPE OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN CONT'D																									
KISSYFUR	A	2.5	.1	16	226	1386	76^	259	186^	60^	305	156^	128^	29v	106^	50v	665	389	276	256	410	215	194^	213	197^
SAT 8.00A 30 NBC 1	B	2.5	.1	16	226	1386	76^	259	186^	60^	305	156^	128^	29v	106^	50v	665	389	276	256	410	215	194^	213	197^
192 93 CA 2	C	2.6	.1	18	235	1287	67^	245	183	58^	267	140	93^	46^	93^	46^	635	370	265	243	393	207	185	178	215
MIGHTY MOUSE	A	3.7	.1	12	334	1392	99^	329	234	88^	282	186	110^	76^	134^	52^	595	314	281	200	395	199	196	189	206
SAT 12.00N 30 CBS 1	B	3.7	.1	12	334	1392	99^	329	234	88^	282	186	110^	76^	134^	52^	595	314	281	200	395	199	196	189	206
161 79 CA 1	C	3.7	.1	12	334	1392	99^	329	234	88^	282	186	110^	76^	134^	52^	595	314	281	200	395	199	196	189	206
MISADVENTURES-ED GRIMLEY	A	3.7	.1	13	334	1448	139^	344	249	59^	226	194	104^	90^	116^	78^	684	302	382	303	380	159	221	250	131^
SAT 11.30A 30 NBC 1	B	3.7	.1	13	334	1448	139^	344	249	59^	226	194	104^	90^	116^	78^	684	302	382	303	380	159	221	250	131^
181 90 CL 2	C	4.4	.1	15	393	1443	131	356	273	72	216	197	101	96	131	66	674	324	350	302	372	154	218	212	160
MUPPET BABIES I	A	4.6	.1	18	416	1412	60^	218	174	35^	153	123	100^	23v	102^	21v	918	512	406	330	588	337	251	307	281
SAT 9.00A 30 CBS 1	B	4.6	.1	18	416	1412	60^	218	174	35^	153	123	100^	23v	102^	21v	918	512	406	330	588	337	251	307	281
210 99 CA 1	C	4.6	.1	18	416	1412	60^	218	174	35^	153	123	100^	23v	102^	21v	918	512	406	330	588	337	251	307	281
MUPPET BABIES II	A	5.5	.0	20	497	1378	76^	288	222	35^	155	98	62^	36^	68^	30^	837	421	416	331	507	256	251	269	238
SAT 9.30A 30 CBS 1	B	5.5	.0	20	497	1378	76^	288	222	35^	155	98	62^	36^	68^	30^	837	421	416	331	507	256	251	269	238
211 99 CA 1	C	5.5	.0	20	497	1378	76^	288	222	35^	155	98	62^	36^	68^	30^	837	421	416	331	507	256	251	269	238
PEE WEE'S PLAYHOUSE	A	6.8	.0	23	615	1420	119	302	259	45^	186	144	63^	81	95	49^	788	381	407	340	448	229	219	252	196
SAT 10.00A 30 CBS 1	B	6.8	.0	23	615	1420	119	302	259	45^	186	144	63^	81	95	49^	788	381	407	340	448	229	219	252	196
215 99 CL 1	C	6.8	.0	23	615	1420	119	302	259	45^	186	144	63^	81	95	49^	788	381	407	340	448	229	219	252	196
PUP NAMED SCOOBY DOO	A	5.6	.0	19	506	1455	95	334	262	52^	241	168	90^	78^	122	46^	712	455	258	317	395	237	159	223	172
SAT 10.30A 30 ABC 1	B	5.6	.0	19	506	1455	95	334	262	52^	241	168	90^	78^	122	46^	712	455	258	317	395	237	159	223	172
203 90 CA 2	C	5.9	.1	21	533	1474	122	321	252	53	198	175	88	87	122	53	781	476	304	322	459	268	191	239	219
SLIMER & REAL GHOSTS. I(B) / SAT 9.30A 30 ABC / 194 83 CA	A	5.1	.1	17	461	1439	85^	300	254	21v	179	126	72^	53^	103	22v	834	449	385	366	468	240	228	260	208
SLIMER & REAL GHOSTS. II(B) / SAT 10.00A 30 ABC / 194 83 CA	A	5.8	.1	18	524	1435	84^	296	231	40^	204	172	98	74^	126	46^	762	452	310	319	443	257	186	231	212
SMURFS I	A	4.3	.1	19	389	1407	85^	378	295	89^	230	186	135	51^	97^	89^	613	329	285	260	354	183	171	197	157
SAT 9.00A 30 NBC 1	B	4.3	.1	19	389	1407	85^	378	295	89^	230	186	135	51^	97^	89^	613	329	285	260	354	183	171	197	157
195 98 CA 2	C	4.3	.1	19	384	1336	88	341	270	71	205	157	107	50^	91	66	633	342	291	261	372	191	181	219	153
SMURFS II	A	5.2	.0	21	470	1474	117	414	317	86^	247	210	128	82^	124	85^	604	336	267	249	354	201	153	196	159
SAT 9.30A 30 NBC 1	B	5.2	.0	21	470	1474	117	414	317	86^	247	210	128	82^	124	85^	604	336	267	249	354	201	153	196	159
197 98 CA 2	C	5.2	.1	20	466	1391	109	369	301	66	216	169	99	71	106	63	637	350	287	256	380	202	179	221	159
SUPERMAN	A	4.0	.1	19	362	1409	70^	256	206	62^	205	160	120^	40^	121^	39^	787	467	320	308	479	300	179	262	217
SAT 8.30A 30 CBS 1	B	4.0	.1	19	362	1409	70^	256	206	62^	205	160	120^	40^	121^	39^	787	467	320	308	479	300	179	262	217
206 96 CA 1	C	4.0	.1	19	362	1409	70^	256	206	62^	205	160	120^	40^	121^	39^	787	467	320	308	479	300	179	262	217
2 HIP FOR TV I / CONT'D	A	2.0	.0	7	181	1399	98^	395	260	82^	292	223^	97^	127^	127^	97^	488	178^	310	155^	333	104^	229^	212^	121^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

PROGRAM NAME	DAY	TIME	DUR	NET	#STNS	CVG%	TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN CONT'D																																	
2 HIP FOR TV I-CONT'D	SAT	12.00N	30	NBC				1	B	2.0	.0	7	181	1399	98^	395	260	82^	292	223^	97^	127^	127^	97^	488	178^	310	155^	333	104^	229^	212^	121^
					141	75	CL	2	C	2.1	.0	7	185	1353	108^	368	247	81^	269	234	120^	114^	133	101^	482	239	243	210	272	110^	163	172	101^
2 HIP FOR TV II									A	1.6	.0	5	145	1415	77v	424	274^	142^	364	211^	127^	85^	103^	108^	416	146^	270^	98^	318^	113^	206^	187^	131^
	SAT	12.30P	30	NBC				1	B	1.6	.0	5	145	1415	77v	424	274^	142^	364	211^	127^	85^	103^	108^	416	146^	270^	98^	318^	113^	206^	187^	131^
					134	66	CL	2	C	1.6	.0	5	140	1410	105^	415	292	128^	335	238	151^	88^	122^	117^	421	180	241	151^	270	106^	164^	146^	124^
WINNIE THE POOH I									A	3.8	.1	18	344	1427	77^	384	298	24v	166	115^	64^	51^	87^	28v	763	404	358	346	416	215	201	240	176
	SAT	8.30A	30	ABC				1	B	3.8	.1	18	344	1427	77^	384	298	24v	166	115^	64^	51^	87^	28v	763	404	358	346	416	215	201	240	176
					211	98	CA	2	C	3.9	.1	19	348	1430	92	332	258	19^	170	107	59^	48^	83	24^	821	434	387	356	466	232	234	252	214
WINNIE THE POOH II									A	5.7	.1	23	515	1451	72^	331	279	22^	181	116	57^	59^	95	20v	824	415	408	367	457	217	240	254	203
	SAT	9.00A	30	ABC				1	B	5.7	.1	23	515	1451	72^	331	279	22^	181	116	57^	59^	95	20v	824	415	408	367	457	217	240	254	203
					211	98	CA	2	C	5.6	.1	23	502	1479	87	312	257	27^	188	112	62	49	88	23^	867	441	426	399	468	216	252	246	222

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME DUR NET NO. #STNS CVG% TYPE OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS																									
ABC COLLEGE FTBALL GAME	A	4.5	.1	14	407	1272	162	396	200	389	221	690	92^	269	412	667	389	430	320	361	265	237	67^	49^	119
SAT 12.00N 195 ABC 1	B	4.5	.1	14	407	1272	162	396	200	389	221	690	92^	269	412	667	389	430	320	361	265	237	67^	49^	119
175 85 SE 2	C	5.0	.1	15	452	1335	147	416	189	408	202	739	80	244	402	718	381	438	322	379	326	280	75	56	104
NOTRE DAME VS MICHIGAN STATE																									
12.00 - 12.30	A	3.8	.0	12	344	1252	173	395	258	380	249	566	80^	240	327	551	312	337	246	271	171	214	76^	54^	216
12.30 - 1.00	A	4.5	.0	14	407	1268	162	400	217	396	242	673	105^	282	388	650	365	398	283	316	212	252	65^	49^	130
1.00 - 1.30	A	4.8	.1	15	434	1255	156	385	195	376	218	692	98^	279	423	662	392	440	324	373	265	221	64^	49^	114
1.30 - 2.00	A	4.5	.1	13	407	1243	149	364	173	356	201	714	96^	281	437	676	400	440	342	382	284	236	62^	47^	103^
2.00 - 2.30	A	4.5	.0	13	407	1276	173	411	191	403	210	706	87^	249	408	693	395	439	321	365	293	254	65^	53^	94^
2.30 - 3.00	A	4.8	.1	14	434	1315	163	409	187	407	215	744	95^	285	456	726	438	487	361	410	311	239	67^	43^	95^
3.00 - 3.30	A	4.7	.1	14	425	1309	153	420	184	419	219	732	72^	250	439	714	421	473	367	419	336	242	74^	50^	82^
ABC COLLEGE FTBL-MID POST	A	4.4	.1	13	398	1296	172	423	205	422	230	701	60^	219	428	688	414	463	368	417	352	224	80^	49^	91^
SAT 3.15P 15 ABC 1	B	4.4	.1	13	398	1296	172	423	205	422	230	701	60^	219	428	688	414	463	368	417	352	224	80^	49^	91^
172 84 SC 1	C	4.4	.1	13	398	1296	172	423	205	422	230	701	60^	219	428	688	414	463	368	417	352	224	80^	49^	91^
ABC COLLEGE FTBALL GAME 2	A	7.3	.0	18	660	1388	133	403	173	395	175	828	88	269	462	804	438	493	375	429	372	311	80	54^	78
SAT 3.30P 236 ABC 1	B	7.3	.0	18	660	1388	133	403	173	395	175	828	88	269	462	804	438	493	375	429	372	311	80	54^	78
214 99 SE 1	C	7.3	.0	18	660	1388	133	403	173	395	175	828	88	269	462	804	438	493	375	429	372	311	80	54^	78
MIAMI VS UNIV. OF MICHIGAN																									
3.30 - 4.00	A	5.3	.1	15	479	1312	156	385	204	378	201	753	87^	273	475	727	448	495	388	435	352	232	94^	59^	80^
4.00 - 4.30	A	6.8	.1	18	615	1335	143	367	166	364	177	810	69^	240	440	791	421	480	371	430	397	311	85	56^	73^
4.30 - 5.00	A	7.4	.1	19	669	1313	120	356	141	356	150	811	61^	212	417	798	405	475	356	426	400	323	77	53^	69^
5.00 - 5.30	A	7.5	.1	19	678	1360	122	379	155	378	164	828	78	263	461	807	440	494	383	437	363	313	74	54^	79
5.30 - 6.00	A	6.6	.1	16	597	1380	130	412	178	406	180	810	85	276	450	789	429	480	365	417	339	309	71^	48^	86
6.00 - 6.30	A	7.5	.0	17	678	1397	136	416	171	407	165	833	91	265	447	815	429	473	356	400	356	342	70	46^	78
6.30 - 7.00	A	8.7	.0	19	786	1425	122	419	173	401	166	854	113	294	481	818	445	503	368	426	377	314	78	50^	74
7.00 - 7.30	A	9.1	.0	19	823	1497	138	465	201	449	198	862	106	309	506	827	472	519	400	447	372	308	90	67	80
CBS COLLEGE FOOTBALL PRE	A	3.2	.1	9	289	1336	160^	368	238	348	185	633	59^	170	396	617	381	442	338	398	363	176	161	93^	175
SAT 2.30P 8 CBS 1	B	3.2	.1	9	289	1336	160^	368	238	348	185	633	59^	170	396	617	381	442	338	398	363	176	161	93^	175
209 99 SC 1	C	3.2	.1	9	289	1336	160^	368	238	348	185	633	59^	170	396	617	381	442	338	398	363	176	161	93^	175
CBS COLLEGE FOOTBALL GAME	A	4.2	.1	11	380	1331	201	420	230	401	206	751	66^	244	448	726	423	472	382	430	368	255	78^	56^	81^
SAT 2.38P 218 CBS 1	B	4.2	.1	11	380	1331	201	420	230	401	206	751	66^	244	448	726	423	472	382	430	368	255	78^	56^	81^
210 99 SE 1	C	4.2	.1	11	380	1331	201	420	230	401	206	751	66^	244	448	726	423	472	382	430	368	255	78^	56^	81^
FLORIDA STATE VS CLEMSON																									
2.30 - 3.00	A	3.4	.1	10	307	1269	146^	350	227	332	202	674	91^	223	443	626	395	451	352	407	353	175	118^	65^	127^
3.00 - 3.30	A	4.0	.1	11	362	1290	156	348	222	339	211	722	101^	260	467	686	431	483	366	418	340	203	116^	76^	105^
3.30 - 4.00	A	4.3	.2	12	389	1230	174	363	220	348	180	713	81^	255	428	697	412	457	347	392	315	240	64^	45^	90^
4.00 - 4.30	A	3.7	.1	10	334	1223	204	389	243	368	200	708	62^	243	439	690	421	472	378	428	348	218	63^	47^	63^
CONT'D																									

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS CONT'D																									
CBS COLLEGE FOOTBALL GAME-CONT'D																									
4.30 - 5.00	A	3.8	.1	10	344	1303	241	415	255	395	208	756	56^	253	474	727	445	495	418	468	376	232	65^	50^	66^
5.00 - 5.30	A	4.3	.1	11	389	1365	230	439	241	408	209	785	68^	250	477	751	443	494	409	460	401	256	68^	49^	74^
5.30 - 6.00	A	4.8	.1	12	434	1413	214	479	218	458	215	797	42^	234	432	783	418	465	390	437	397	317	70^	58^	68^
6.00 - 6.30	A	6.4	.1	15	579	1433	206	529	197	513	208	765	29^	201	381	753	369	406	352	389	374	347	74^	58^	66^
CBS NFL TODAY	A	6.0	.0	18	542	1315	134	371	224	363	211	743	55^	294	490	727	473	543	435	505	342	184	97	68^	104
SUN 12.30P 30 CBS 1	B	6.0	.0	18	542	1315	134	371	224	363	211	743	55^	294	490	727	473	543	435	505	342	184	97	68^	104
204 99 SC 3	C	6.3	.0	20	567	1342	153	400	230	391	219	754	91	311	520	723	489	531	429	471	339	192	72	58	116
CBS NFL FOOTBALL GAME 1	A	15.5	.1	37	1401	1483	184	473	263	464	254	862	93	329	547	835	520	595	454	530	403	239	69	51	80
SUN 1.00P 187 CBS 1	B	15.5	.1	37	1401	1483	184	473	263	464	254	862	93	329	547	835	520	595	454	530	403	239	69	51	80
213 99 SE 3	C	13.9	.2	35	1255	1465	180	451	245	441	233	840	93	306	533	810	503	561	440	497	392	249	79	56	95
VARIOUS TEAMS AND TIMES																									
1.00 - 1.30	A	12.2	.0	33	1103	1425	163	434	249	428	244	844	88	329	539	821	517	590	451	524	385	232	74	55	73
1.30 - 2.00	A	15.0	.2	37	1356	1444	166	444	253	437	247	847	89	322	539	821	513	584	450	521	387	236	74	56	78
2.00 - 2.30	A	16.1	.2	39	1455	1472	183	463	260	454	247	858	93	331	547	828	517	595	454	533	404	232	65	44	85
2.30 - 3.00	A	16.2	.2	38	1464	1499	187	480	256	473	250	874	99	339	556	848	530	609	457	536	408	239	63	48	81
3.00 - 3.30	A	16.5	.1	39	1492	1495	194	483	270	474	263	864	92	326	549	838	522	597	456	531	413	241	68	51	80
3.30 - 4.00	A	17.1	.1	39	1546	1484	191	488	272	479	258	851	91	318	533	823	505	581	442	518	401	242	68	50	77
4.00 - 4.30	A	17.6	.2	40	1591	1523	198	522	281	516	268	854	90	305	528	822	496	574	438	515	408	249	67	51	80
CBS NFL FOOTBALL GAME 2	A	10.9	.0	24	985	1547	209	514	270	504	267	882	94	297	525	856	499	579	431	511	417	277	85	61	66
SUN 4.06P 194 CBS 1	B	10.9	.0	24	985	1547	209	514	270	504	267	882	94	297	525	856	499	579	431	511	417	277	85	61	66
201 79 SE 1	C	10.9	.0	24	985	1547	209	514	270	504	267	882	94	297	525	856	499	579	431	511	417	277	85	61	66
VARIOUS TEAMS AND TIMES																									
4.00 - 4.30	A	9.7	.2	22	877	1557	194	519	268	515	266	859	65	267	503	846	490	573	439	521	425	273	91	71	87
4.30 - 5.00	A	10.3	.0	24	931	1558	194	532	272	520	263	884	82	286	515	865	496	578	433	516	420	286	79	58	63
5.00 - 5.30	A	10.8	.2	25	976	1538	197	498	257	482	249	909	100	295	537	883	511	596	437	522	442	287	72	50	60
5.30 - 6.00	A	10.3	.0	23	931	1492	202	478	254	464	248	874	117	310	541	841	508	579	423	494	401	262	82	57	58
6.00 - 6.30	A	10.9	.1	23	985	1531	215	500	267	495	273	883	102	309	526	853	496	580	424	508	409	273	93	68	55
6.30 - 7.00	A	11.8	.1	24	1067	1543	221	508	275	500	275	881	93	301	524	850	493	573	431	511	413	277	91	63	63
7.00 - 7.30	A	13.9	.1	27	1257	1559	234	558	293	548	288	840	87	288	499	813	472	547	412	487	390	265	83	58	78
NBC MAJOR LEAGUE BASEBALL	A	4.9	.1	14	443	1346	142	484	190	473	165	665	70^	215	333	637	305	334	263	292	234	304	93^	67^	105^
SAT 1.00P 193 NBC 1	B	4.9	.1	14	443	1346	142	484	190	473	165	665	70^	215	333	637	305	334	263	292	234	304	93^	67^	105^
212 99 SE 24	C~	5.6	.0	18	506	1380	127	443	175	436	165	717	60	213	366	705	343	378	295	339	296	311	90	66	111
NEW YORK YANKEES VS BOSTON																									
1.00 - 1.30	A	3.1	.1	10	280	1370	152^	500	231	478	181	556	76^	225	332	533	309	335	257	282	169	198	158^	119^	156^
1.30 - 2.00	A	4.0	.1	12	362	1369	140	500	163	489	144	624	81^	216	309	604	289	299	228	238	177	305	117^	91^	128^
2.00 - 2.30	A	4.7	.1	14	425	1362	148	481	181	467	160	694	87^	257	362	661	329	340	275	286	217	321	87^	53^	101^
CONT'D																									

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS CONT'D																									
NBC MAJOR LEAGUE BASEBALL-CONT'D																									
2.30 - 3.00	A	4.8	.0	14	434	1323	145	469	180	459	159	701	71^	220	330	676	305	338	259	292	258	338	69^	43^	84^
3.00 - 3.30	A	5.4	.0	15	488	1343	133	480	174	471	152	696	69^	202	319	665	288	328	250	290	253	337	70^	51^	97
3.30 - 4.00	A	6.3	.0	17	570	1354	138	476	202	470	174	696	58^	204	345	662	312	351	287	326	270	311	93	72^	91
4.00 - 4.30	A	7.1	.0	19	642	1354	153	522	229	514	202	643	50^	188	339	621	317	353	289	325	270	268	83	63^	105
NFL LIVE	A	5.4	.0	16	488	1270	173	462	260	443	266	666	79^	238	438	642	415	467	360	411	339	175	59^	45^	83^
SUN 12.30P 30 NBC 1	B	5.4	.0	16	488	1270	173	462	260	443	266	666	79^	238	438	642	415	467	360	411	339	175	59^	45^	83^
205 99 SC 3	C	4.4	.0	14	401	1335	176	464	255	445	247	679	97	281	455	646	423	475	358	410	294	172	89	66	102
NFL SINGLE	A	10.6	.0	25	958	1445	203	472	269	462	264	790	89	268	500	757	466	524	411	469	408	233	90	59	92
SUN 1.00P 200 NBC 1	B	10.6	.0	25	958	1445	203	472	269	462	264	790	89	268	500	757	466	524	411	469	408	233	90	59	92
214 99 SE 1	C	10.6	.0	25	958	1445	203	472	269	462	264	790	89	268	500	757	466	524	411	469	408	233	90	59	92
VARIOUS TEAMS AND TIMES																									
1.00 - 1.30	A	9.6	.2	26	868	1377	184	444	234	433	238	750	90	268	478	709	437	503	387	453	376	207	81	54	101
1.30 - 2.00	A	10.3	.0	26	931	1446	218	453	249	440	248	783	87	274	499	740	456	511	412	467	392	229	93	64	117
2.00 - 2.30	A	10.6	.0	26	958	1490	224	490	282	478	267	807	89	279	526	771	490	540	437	487	409	231	93	61	99
2.30 - 3.00	A	10.5	.1	25	949	1451	207	477	274	465	269	789	91	272	504	753	468	514	413	460	403	239	92	61	93
3.00 - 3.30	A	11.0	.2	26	994	1419	189	459	270	453	268	776	84	255	478	746	447	504	394	450	403	242	101	70	82
3.30 - 4.00	A	11.6	.2	26	1049	1432	184	465	274	459	265	811	89	263	504	785	478	543	415	480	435	242	86	57	70
4.00 - 4.30	A	10.2	.2	23	922	1448	219	500	303	493	287	791	99	263	512	765	486	547	413	474	436	218	82	40^	75
SUMMER OLYMPICS-SAT-PM(S)	A	8.6	.0	21	777	1482	207	658	352	641	342	582	69	211	371	560	349	384	302	337	257	176	88	53^	154
SAT 4.13P 167 NBC																									
214 99 SE																									
4.00 - 4.30	A	7.1	.0	18	642	1418	187	615	303	597	294	586	49^	180	335	561	310	347	286	323	270	214	72^	45^	144
4.30 - 5.00	A	7.6	.1	19	687	1439	192	634	316	620	317	563	52^	187	336	536	309	337	284	312	252	199	80	51^	162
5.00 - 5.30	A	7.0	.0	18	633	1401	188	634	330	619	334	562	64^	195	350	540	328	361	286	319	251	179	71^	50^	134
5.30 - 6.00	A	9.0	.0	22	814	1440	198	628	345	612	338	572	72	205	369	551	348	390	297	339	264	162	87	54^	152
6.00 - 6.30	A	11.0	.0	25	994	1505	217	675	360	658	341	577	78	218	376	555	354	387	297	330	247	169	98	51	156
6.30 - 7.00	A	9.6	.1	21	868	1560	229	695	400	673	379	606	79	243	412	588	394	432	333	371	256	156	100	60	160
SUMMER OLYMPICS-SUN-AM(S)	A	5.1	.0	22	461	1298	205	508	276	496	294	596	52^	244	426	586	415	451	374	410	304	134	77^	45^	118
SUN 8.00A 240 NBC																									
212 99 SE																									
8.00 - 8.30	A	1.9	.1	15	172	1150	207^	485	245^	485	292	494	43v	192^	309	483	298	348	267^	317	278	135^	51v	29v	121^
8.30 - 9.00	A	2.8	.1	17	253	1186	189	428	227	428	257	575	26v	203	407	573	405	466	380	441	355	107^	48^	37v	136^
9.00 - 9.30	A	4.0	.1	20	362	1242	209	465	278	462	313	627	45^	252	447	627	447	502	402	457	350	125^	56^	47^	94^
9.30 - 10.00	A	4.8	.1	21	434	1280	223	533	288	527	336	599	46^	267	439	592	432	483	392	443	295	110	49^	36^	98^
10.00 - 10.30	A	6.0	.1	24	542	1296	201	491	249	479	279	599	50^	256	432	586	420	453	383	416	304	133	71^	36^	134
10.30 - 11.00	A	6.4	.0	23	579	1306	183	497	236	483	252	589	41^	224	404	579	394	421	363	389	295	158	85	45^	134
CONT'D																									

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES: AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOT. PERS (2+)	WORKING WOM. 18+	WOMEN: TOTAL	18-49	21+	25-54	MEN: TOTAL	18-24	18-34	18-49	21+	21-49	21-54	25-49	25-54	35-64	55+	TEENS: TOT. 12-17	MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS CONT'D																									
SUMMER OLYMPICS-SUN-AM(S)-CONT'D																									
11.00 - 11.30	A	7.2	.0	25	651	1318	209	520	288	510	294	583	58^	231	412	572	401	430	354	382	288	142	104	55^	111
11.30 - 12.00	A	7.9	.1	26	714	1357	207	544	325	519	312	613	74	265	457	593	436	459	383	405	286	134	90	52^	110
SUMMER OLYMPICS-SUN-PM(S) SUN 4.14P 159 NBC 215 99 SE	A	8.7	.3	19	786	1402	249	574	332	562	335	630	66	225	411	610	391	446	346	401	325	163	94	59	104
4.00 - 4.30	A	7.6	.2	17	687	1365	239	499	282	484	274	687	75	235	436	672	421	474	361	414	370	198	85	50^	94
4.30 - 5.00	A	7.6	.2	17	687	1366	255	561	309	549	321	640	73	228	417	619	396	443	344	390	332	177	71	45^	95
5.00 - 5.30	A	7.8	.2	18	705	1406	254	570	313	565	331	648	65^	216	420	633	405	464	355	413	349	169	90	56^	99
5.30 - 6.00	A	8.6	.1	19	777	1450	243	565	318	557	333	662	69	232	428	638	405	461	359	416	342	177	100	71	124
6.00 - 6.30	A	9.5	.1	20	859	1462	256	629	379	609	369	613	64	237	413	588	389	441	350	402	299	147	119	77	102
6.30 - 7.00	A	10.0	.1	20	904	1444	269	622	384	604	375	613	60	225	406	592	385	450	346	411	314	142	104	62	105

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	W 18-34	W 18-49	W 21+	W 25-49	W 25-54	W 35-64	W 55+	MEN TOTAL	M 18-34	M 18-49	M 21+	M 21-49	M 25-49	M 25-54	M 35-64	M 55+	TEENS TOT. 12-17
WEEKEND DAYTIME OTHER																									
BUSINESS WORLD	A	1.1	.0	3	99	1258	251^	803	101v	193^	788	146^	251^	371^	505	426^	165^	175^	424^	173^	172^	224^	96v	198^	20v
SUN 11.00A 30 ABC 1	B	1.1	.0	3	99	1258	251^	803	101v	193^	788	146^	251^	371^	505	426^	165^	175^	424^	173^	172^	224^	96v	198^	20v
137 74 N 2	C	1.2	.0	4	104	1302	255	764	157^	272	741	230	325	344	397	457	151^	228	440	211^	205^	259	182^	175^	31v
FACE THE NATION	A	2.0	.0	6	181	1299	311	662	130^	307	662	268	324	348	298	556	147^	222^	553	218^	177^	212^	209^	300	43v
SUN 10.30A 30 CBS 1	B	2.0	.0	6	181	1299	311	662	130^	307	662	268	324	348	298	556	147^	222^	553	218^	177^	212^	209^	300	43v
119 81 CC 52	C~	2.4	.1	8	217	1288	204	646	110	218	651	193	241	292	381	584	124	267	548	243	229	256	254	265	28^
HEALTH SHOW	A	0.9	.0	3	81	1187	212^	712	201^	268^	677	176^	299^	336^	321^	447^	161^	190^	445^	188^	162^	225^	206^	193^	<<
SUN 10.30A 30 ABC 1	B	0.9	.0	3	81	1187	212^	712	201^	268^	677	176^	299^	336^	321^	447^	161^	190^	445^	188^	162^	225^	206^	193^	<<
137 73 N 2	C	1.1	.1	3	95	1209	257	697	209^	292	681	225^	321	292	310	438	146^	170^	435	167^	151^	211^	195^	208^	20v
MEET THE PRESS(B)	A	3.1	.0	10	280	1349	199	634	173	370	613	336	378	295	221	539	151^	342	536	339	311	329	295	178	73^
SUN 12.00N 30 NBC																									
117 73 CC																									
SUNDAY MORNING	A	3.6	.0	14	325	1361	289	744	116^	274	738	253	355	390	368	566	128^	276	559	269	245	292	276	243	15v
SUN 9.00A 90 CBS 1	B	3.6	.0	14	325	1361	289	744	116^	274	738	253	355	390	368	566	128^	276	559	269	245	292	276	243	15v
187 96 N 52	C~	3.9	.1	16	353	1321	228	662	106	252	651	224	267	324	363	551	115	262	540	254	231	287	290	248	17^
9.00 - 9.30	A	2.6	.0	11	235	1344	282	764	122^	265	764	245	356	393	388	517	105^	228	516	226	195^	241	236	243	14v
9.30 - 10.00	A	3.9	.0	15	353	1424	306	776	120^	283	769	265	365	405	393	606	140	300	600	294	266	315	295	258	10v
10.00 - 10.30	A	4.2	.0	15	380	1346	285	719	110^	278	710	253	354	384	340	573	134	289	562	278	262	310	289	236	21v
THIS WEEK-DAVID BRINKLEY	A	3.5	.0	10	316	1401	152	707	92^	161	692	122^	178	246	489	616	158	255	595	235	208	260	215	309	33v
SUN 11.30A 60 ABC 1	B	3.5	.0	10	316	1401	152	707	92^	161	692	122^	178	246	489	616	158	255	595	235	208	260	215	309	33v
209 99 N 2	C	3.4	.0	10	303	1357	147	687	89	154	680	131	181	231	483	596	128	237	585	225	198	253	246	304	24^
11.30 - 12.00	A	3.3	.1	10	298	1380	165	714	84^	158	704	128^	191	257	492	578	145^	237	551	210	183	233	201	290	42^
12.00 - 12.30	A	3.7	.0	11	334	1419	141	700	100^	164	681	116^	167	236	486	650	170	272	634	256	231	284	226	325	25v

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. SEP. 12, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
HUT	53.4	55.0	55.5	57.1	58.6	59.9	60.3	61.6	62.9	64.6	64.4	63.5	61.0	59.7	56.1	54.0		
ABC TV					←NFL MONDAY NIGHT FOOTBALL— DALLAS VS PHOENIX (8:00-11:19)(PAE)											——		
AVERAGE AUDIENCE (Hhlds (000) & %)					15,730 17.4	12.4 *		15.4 *		17.9 *		18.2 *		19.5 *		20.2 *		
SHARE AUDIENCE %					29	22 *		27 *		29 *		29 *		32 *		35 *		
AVG. AUD. BY 1/4 HR %					12.2	12.6	14.9	15.9	17.6	18.3	18.8	17.5	19.1	19.9	20.1	20.2		
CBS TV					NEWHART (R)		CAVANAUGHS		KATE & ALLIE (R)		DESIGNING WOMEN (R)(PAE)		←MAGNUM, P.I. (R)→					
AVERAGE AUDIENCE (Hhlds (000) & %)					8,590 9.5		8,770 9.7		11,480 12.7		12,110 13.4		10,400 11.5	10.2 *		12.8 *		
SHARE AUDIENCE %					16		16		20		21		20	17 *		23 *		
AVG. AUD. BY 1/4 HR %					9.4	9.5	9.4	10.1	12.1	13.3	13.2	13.5	10.0	10.3	12.6	13.0		
NBC TV					ALF (R)		←NBC MONDAY NIGHT MOVIES— STONE FOX (R)							→	(1)			
AVERAGE AUDIENCE (Hhlds (000) & %)					12,930 14.3		9,940 11.0	10.2 *		10.9 *		11.2 *		11.6 *	5,330 5.9			
SHARE AUDIENCE %					24		18	17 *		17 *		18 *		19 *	11			
AVG. AUD. BY 1/4 HR %					13.4	15.2	10.3	10.1	10.7	11.0	11.1	11.3	11.8	11.4	6.3	5.6		
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	13.0		13.6		13.0		13.6		13.9		14.2		12.0		11.3			
SHARE AUDIENCE %	24		24		22		22		22		22		20		21			
SUPERSTATIONS																		
AVERAGE AUDIENCE	2.8		3.2		3.5		3.7		4.0		4.5		3.0		2.2			
SHARE AUDIENCE %	5		6		6		6		6		7		5		4			
PBS																		
AVERAGE AUDIENCE	1.8		2.2		2.9		3.7		2.9		2.9		2.5		2.1			
SHARE AUDIENCE %	3		4		5		6		5		5		4		4			
CABLE ORIG.																		
AVERAGE AUDIENCE	5.8		5.7		6.4		7.7		7.2		6.9		6.7		6.2			
SHARE AUDIENCE %	11		10		11		13		11		11		11		11			
PAY SERVICES																		
AVERAGE AUDIENCE	2.1		2.5		2.9		3.5		4.3		4.5		4.6		4.2			
SHARE AUDIENCE %	4		4		5		6		7		7		8		8			

U.S. TV HOUSEHOLDS: 90,400,000
(1) DECISION '88:COUNTDOWN,NBC,(10:30-11:00),(S)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. SEP.13, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	53.6	55.2	55.6	57.6	58.0	59.7	61.3	62.1	61.7	62.8	63.4	63.0	59.7	58.3	56.0	53.6
ABC TV					WHO'S THE BOSS? (R)		FULL HOUSE-TUE. (R)		BARBARA WALTERS SPECIAL (PAE)				← KOPPEL REPORT TOWN MEETING →			
AVERAGE AUDIENCE (Hhlds (000) & %)					12,290 13.6		12,660 14.0		14,830 16.4	16.2 *		16.7 *	11,120 12.3	12.5 *		12.1 *
SHARE AUDIENCE %					23		23		26	26 *		26 *	22	21 *		22 *
AVG. AUD. BY 1/4 HR %					12.5	14.8	13.7	14.4	15.8	16.5	17.0	16.4	12.5	12.4	12.2	12.0
CBS TV					ROGER RABBIT-TOONTOWN				← CBS TUESDAY MOVIE → MISTRESS (R)(PAE)							
AVERAGE AUDIENCE (Hhlds (000) & %)					10,400 11.5	11.0 *		12.0 *	10,940 12.1	9.9 *		10.4 *		13.7 *		14.4 *
SHARE AUDIENCE %					19	19 *		19 *	20	16 *		16 *		23 *		26 *
AVG. AUD. BY 1/4 HR %					10.8	11.1	12.0	12.0	9.8	10.0	10.2	10.6	13.4	14.0	14.5	14.3
NBC TV					← MATLOCK (R) →				← IN THE HEAT OF THE NIGHT (R) →				LIVE:THE HARD ROCK CAFE			
AVERAGE AUDIENCE (Hhlds (000) & %)					11,840 13.1	12.3 *		13.9 *	10,850 12.0	12.0 *		11.9 *	5,790 6.4	6.9 *		6.0 *
SHARE AUDIENCE %					22	21 *		22 *	19	19 *		19 *	11	12 *		11 *
AVG. AUD. BY 1/4 HR %					11.9	12.7	13.8	13.9	11.9	12.2	12.1	11.6	7.6	6.1	5.8	6.1
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	14.2		13.3		12.3		12.6		13.4		13.7		14.3		12.1	
SHARE AUDIENCE %	26		23		21		20		22		22		24		22	
SUPERSTATIONS AVERAGE AUDIENCE	3.2		3.7		3.5		3.7		3.9		4.1		4.2		3.0	
SHARE AUDIENCE %	6		7		6		6		6		6		7		5	
PBS AVERAGE AUDIENCE	2.0		2.4		2.3		2.0		2.2		2.2		1.5		1.4	
SHARE AUDIENCE %	4		4		4		3		4		3		3		3	
CABLE ORIG. AVERAGE AUDIENCE	5.9		6.4		6.9		7.0		8.2		7.9		8.6		7.5	
SHARE AUDIENCE %	11		11		12		11		13		13		15		14	
PAY SERVICES AVERAGE AUDIENCE	2.8		3.0		3.2		3.7		4.3		4.5		5.4		5.1	
SHARE AUDIENCE %	5		5		5		6		7		7		9		9	

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. SEP.14, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	49.8	50.9	52.0	53.4	53.7	55.6	57.2	58.7	57.9	59.4	60.0	59.9	58.2	57.2	55.5	53.8
ABC TV					GROWING PAINS (R)		HEAD OF THE CLASS (R)		HOOPERMAN (R)		SLAP MAXWELL (R)(PAE)		← CHINA BEACH (R) →			
AVERAGE AUDIENCE (Hhlds (000) & %)					11,930		12,290		9,310		7,050		8,050			
%					13.2		13.6		10.3		7.8		8.9	8.8 *		9.1 *
SHARE AUDIENCE %					24		23		18		13		16	15 *		17 *
AVG. AUD. BY 1/4 HR %					12.5	13.8	13.2	13.9	10.5	10.0	7.8	7.8	8.6	9.0	9.1	9.1
CBS TV					<LIVE ! DICK CLARK PRESENTS>				← EQUALIZER (R)(PAE) →				← WISEGUY (R) →			
AVERAGE AUDIENCE (Hhlds (000) & %)					7,410				8,320				8,680			
%					8.2	8.1 *		8.4 *	9.2	8.9 *		9.6 *	9.6	9.3 *		9.8 *
SHARE AUDIENCE %					15	15 *		14 *	15	15 *		16 *	17	16 *		18 *
AVG. AUD. BY 1/4 HR %					8.1	8.0	8.3	8.5	8.6	9.1	9.5	9.7	9.2	9.3	9.6	10.0
NBC TV					UNSOLVED MYSTERIES SPCL (R)				← NBC MOVIE OF THE WEEK-WED DOWNPAYMENT ON MURDER (R) →							
AVERAGE AUDIENCE (Hhlds (000) & %)					10,670				12,020							
%					11.8	10.7 *		12.8 *	13.3	12.2 *		13.4 *		13.7 *		13.9 *
SHARE AUDIENCE %					21	20 *		22 *	23	21 *		22 *		24 *		25 *
AVG. AUD. BY 1/4 HR %					10.1	11.4	12.7	13.0	12.0	12.3	13.3	13.5	13.6	13.8	14.0	13.8
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	12.3		12.6		11.2		12.0		13.0		13.4		12.9		10.5	
SHARE AUDIENCE %	24		24		21		21		22		22		22		19	
SUPERSTATIONS AVERAGE AUDIENCE	3.0		3.2		3.2		3.6		4.4		4.7		4.2		2.6	
SHARE AUDIENCE %	6		6		6		6		8		8		7		5	
PBS AVERAGE AUDIENCE	1.6		2.1		2.3		2.4		2.6		3.0		2.6		2.3	
SHARE AUDIENCE %	3		4		4		4		4		5		5		4	
CABLE ORIG. AVERAGE AUDIENCE	5.6		6.5		6.9		7.2		8.8		8.9		8.7		7.4	
SHARE AUDIENCE %	11		12		13		12		15		15		15		14	
PAY SERVICES AVERAGE AUDIENCE	2.7		2.9		3.3		3.7		4.4		5.0		4.3		4.5	
SHARE AUDIENCE %	5		6		6		6		8		8		7		8	

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. SEP.15, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	49.8	51.4	52.8	55.1	55.6	58.3	59.3	60.8	60.5	60.4	59.6	59.5	58.6	57.1	55.5	53.2
ABC TV					FLINTSTONES: JUST SAY NO		← ABC THURSDAY NIGHT MOVIE THE SPY WHO LOVED ME (R)(PAE) →									
AVERAGE AUDIENCE (Hhlds (000) & %)					7,500 8.3		9,220 10.2	7.8 *		9.8 *		10.5 *		11.3 *		11.7 *
SHARE AUDIENCE %					15		17	13 *		16 *		18 *		20 *		22 *
AVG. AUD. BY 1/4 HR %					8.0	8.5	7.7	7.8	9.6	10.0	10.3	10.8	11.3	11.4	11.6	11.7
CBS TV					← 48 HOURS HURRICANE GILBERT →				← CBS THURSDAY MOVIE THE RETURN OF SHERLOCK HOLMES (R) →							
AVERAGE AUDIENCE (Hhlds (000) & %)					12,750 14.1	13.2 *		14.9 *	11,300 12.5	12.7 *		12.5 *		12.3 *		12.2 *
SHARE AUDIENCE %					24	23 *		25 *	22	21 *		21 *		21 *		23 *
AVG. AUD. BY 1/4 HR %					12.8	13.7	14.6	15.2	12.6	12.9	12.5	12.5	12.3	12.4	12.3	12.2
NBC TV					BILL COSBY SHOW (R)		A DIFFERENT WORLD (R)		← SUMMER OLYMPICS PREVIEW →							
AVERAGE AUDIENCE (Hhlds (000) & %)					15,910 17.6		16,450 18.2		9,220 10.2	12.5 *		10.8 *		9.2 *		8.2 *
SHARE AUDIENCE %					31		30		18	21 *		18 *		16 *		15 *
AVG. AUD. BY 1/4 HR %					16.4	18.7	18.0	18.5	13.2	11.8	10.9	10.6	9.7	8.8	8.3	8.1
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	12.7		12.5		11.0		11.6		13.3		13.3		12.2		11.0	
SHARE AUDIENCE %	25		23		19		19		22		22		21		20	
SUPERSTATIONS AVERAGE AUDIENCE	2.9		3.6		3.5		4.0		4.9		5.0		4.3		3.6	
SHARE AUDIENCE %	6		7		6		7		8		8		7		7	
PBS AVERAGE AUDIENCE	1.7		2.3		2.5		2.6		2.5		2.3		1.8		1.7	
SHARE AUDIENCE %	3		4		4		4		4		4		3		3	
CABLE ORIG. AVERAGE AUDIENCE	5.8		6.4		6.3		7.3		9.5		9.2		9.3		7.9	
SHARE AUDIENCE %	11		12		11		12		16		15		16		15	
PAY SERVICES AVERAGE AUDIENCE	1.7		1.7		1.7		2.0		4.7		5.6		5.8		5.3	
SHARE AUDIENCE %	3		3		3		3		8		9		10		10	

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. SEP. 16, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	48.8	49.5	50.5	52.1	52.5	54.1	55.0	56.0	56.3	57.5	57.8	58.0	56.5	55.9	54.8	53.0
ABC TV					PERFECT STRANGERS (R)		FULL HOUSE (R)		MR. BELVEDERE (R)		COWBOY JOE (PAE)		←20/20→			
AVERAGE AUDIENCE (Hhlds (000) & %)					8,860 9.8		9,310 10.3		7,680 8.5		7,050 7.8		10,760 11.9	11.5 *		12.4 *
SHARE AUDIENCE %					18		18		15		13		22	20 *		23 *
AVG. AUD. BY 1/4 HR %					9.3	10.2	10.0	10.6	8.6	8.5	7.5	8.1	10.6	12.4	12.7	12.1
CBS TV					←CBS FRIDAY MOVIE→ PEE-WEE'S BIG ADVENTURE (R)(PAE)								LILY TOMLIN: SOLD OUT (R)			
AVERAGE AUDIENCE (Hhlds (000) & %)					8,590 9.5	8.9 *		9.2 *		9.9 *		9.8 *	6,150 6.8	7.1 *		6.5 *
SHARE AUDIENCE %					17	17 *		17 *		17 *		17 *	12	13 *		12 *
AVG. AUD. BY 1/4 HR %					8.6	9.1	9.3	9.2	9.8	10.0	10.7	8.9	7.5	6.7	6.2	6.7
NBC TV					←SUMMER OLYMPICS OPENING (8:00-12:02)(PAE)→											
AVERAGE AUDIENCE (Hhlds (000) & %)					13,740 15.2	14.6 *		16.5 *		17.9 *		17.9 *		16.0 *		15.5 *
SHARE AUDIENCE %					29	27 *		30 *		31 *		31 *		28 *		29 *
AVG. AUD. BY 1/4 HR %					14.3	15.0	16.1	17.0	17.7	18.1	17.9	17.9	16.3	15.7	16.0	15.0
INDEPENDENTS (INCL. SUPERSTATIONS)																
AVERAGE AUDIENCE	12.3		11.7		11.0		11.8		12.1		12.7		11.1		9.8	
SHARE AUDIENCE %	25		23		21		21		21		22		20		18	
SUPERSTATIONS																
AVERAGE AUDIENCE	2.5		2.6		2.4		3.1		3.4		3.6		2.7		1.6	
SHARE AUDIENCE %	5		5		5		6		6		6		5		3	
PBS																
AVERAGE AUDIENCE	1.4		1.6		1.9		1.5		1.4		1.3		1.1		1.0	
SHARE AUDIENCE %	3		3		4		3		2		2		2		2	
CABLE ORIG.																
AVERAGE AUDIENCE	6.1		7.1		7.5		7.2		7.6		8.2		8.6		7.6	
SHARE AUDIENCE %	12		14		14		13		13		14		15		14	
PAY SERVICES																
AVERAGE AUDIENCE	2.1		2.8		3.0		3.3		3.3		4.1		4.7		4.8	
SHARE AUDIENCE %	4		5		6		6		6		7		8		9	

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	47.1	47.5	47.3	48.7	52.4	53.2	53.6	54.3	54.7	54.9	55.0	55.3	54.3	54.0	53.5	52.9	50.4	46.8
ABC TV	(1)				← CALIFORNIA GIRLS →				← ABC MOVIE SPECIAL CALIFORNIA GIRLS (R)(PAE) →									
AVERAGE AUDIENCE (Hhlds (000) & %)		9.1 *			6,420 7.1	6.9 *		7.3 *	9,400 10.4 *	9.1 *		10.8 *		11.1 *		10.7 *		
SHARE AUDIENCE %		19 *			13	13 *		14 *	19	17 *		20 *		20 *		20 *		
AVG. AUD. BY 1/4 HR %	9.7	8.4			6.7	7.1	7.2	7.5	8.7	9.5	10.5	11.1	10.9	11.4	11.4	10.0		
CBS TV					← J. GLEASON: THE GREAT ONE (PAE) →								← WEST 57TH (10:00-10:55)(PAE) →			(2)		
AVERAGE AUDIENCE (Hhlds (000) & %)					8,140 9.0	8.2 *		9.1 *		9.7 *		9.0 *	6,150 6.8	6.9 *		6,330 7.0		
SHARE AUDIENCE %					17	16 *		17 *		18 *		16 *	13	13 *		13		
AVG. AUD. BY 1/4 HR %					8.0	8.4	8.9	9.3	9.7	9.7	9.2	8.9	7.0	6.8	6.8	7.0		
NBC TV			← SUMMER OLYMPICS-SATURDAY (7:30-12:00) →															
AVERAGE AUDIENCE (Hhlds (000) & %)			14,100 15.6	11.9 *		13.9 *		14.3 *		15.5 *		16.7 *		19.0 *		20.2 *		15.4 *
SHARE AUDIENCE %			30	25 *		28 *		28 *		29 *		31 *		35 *		37 *		30 *
AVG. AUD. BY 1/4 HR %			11.7	12.2	13.6	14.2	14.0	14.5	15.6	15.5	15.9	17.4	19.0	19.1	19.6	20.8	16.3	14.5
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	10.0		10.9		11.2		10.5		10.2		9.8		9.0		8.0		7.6	
SHARE AUDIENCE %	21		23		21		19		19		18		17		15		16	
SUPERSTATIONS																		
AVERAGE AUDIENCE	2.0		2.3		2.3		2.1		2.1		2.0		2.1		1.8		1.6	
SHARE AUDIENCE %	4		5		4		4		4		4		4		3		3	
PBS																		
AVERAGE AUDIENCE	2.0		2.6		2.3		2.7		2.0		1.9		1.8		1.7		1.2	
SHARE AUDIENCE %	4		5		4		5		4		3		3		3		2	
CABLE ORIG.																		
AVERAGE AUDIENCE	6.7		7.9		8.0		8.1		7.6		7.6		7.7		6.6		5.1	
SHARE AUDIENCE %	14		16		15		15		14		14		14		12		10	
PAY SERVICES																		
AVERAGE AUDIENCE	3.6		3.8		4.5		4.4		4.6		4.2		4.0		4.4		4.6	
SHARE AUDIENCE %	8		8		9		8		8		8		7		8		9	

U.S. TV HOUSEHOLDS: 90,400,000

(1) ABC COLLEGE FTBALL GAME 2,MIAMI VS UNIVERSITY OF MICHIGAN,ABC,(3:30-7:26)
(2) UNITED WAY MESSAGE,(PAE),CBS,(10:55-11:00),(S)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. SEP.17, 1988

TIME		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT		42.0	38.7	35.2	32.2	28.4	26.3	23.8	21.5	19.0	17.6	15.8	14.3	13.1	11.6
ABC TV		(1)													
AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,260 2.5													
SHARE AUDIENCE	%	7													
AVG. AUD. BY 1/4 HR	%	2.5													
CBS TV															
AVERAGE AUDIENCE (Hhlds (000) & %)	{														
SHARE AUDIENCE	%														
AVG. AUD. BY 1/4 HR	%														
NBC TV		SUMMER OLYMPICS-SATURDAY (7:30-12:00)				← SUMMER OLYMPICS-SAT-LATE →									
AVERAGE AUDIENCE (Hhlds (000) & %)	{		13.8 *			6,420 7.1	8.6 *		7.7 *		6.8 *		5.3 *		
SHARE AUDIENCE	%		31 *			27	26 *		27 *		28 *		27 *		
AVG. AUD. BY 1/4 HR	%	14.2	13.4			8.8	8.4	8.1	7.3	6.8	6.8	5.9	4.7		
INDEPENDENTS (INCL. SUPERSTATIONS)															
AVERAGE AUDIENCE		8.0		6.7		6.0		4.9		3.7		3.3		2.9	
SHARE AUDIENCE %		20		20		22		22		20		22		23	
SUPERSTATIONS															
AVERAGE AUDIENCE		1.6		1.6		1.7		1.5		1.0		0.8		0.8	
SHARE AUDIENCE %		4		5		6		7		5		5		6	
PBS															
AVERAGE AUDIENCE		1.2		0.8		0.6		0.5		0.4		0.2 ^		0.1 ^	
SHARE AUDIENCE %		3		2		2		2		2		1 ^		1 ^	
CABLE ORIG.															
AVERAGE AUDIENCE		5.0		4.2		3.2		2.5		2.3		1.7		1.7	
SHARE AUDIENCE %		12		12		12		11		13		11		14	
PAY SERVICES															
AVERAGE AUDIENCE		4.9		4.9		4.2		3.8		3.4		3.1		2.6	
SHARE AUDIENCE %		12		15		15		17		19		21		21	

U.S. TV HOUSEHOLDS: 90,400,000

(1) ABC WEEKEND REPORT-SAT.,ABC,(11:30-11:45)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. SEP.18, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	55.2	56.0	57.5	59.2	60.9	62.5	64.0	65.0	65.8	65.8	65.1	64.6	62.8	61.2	58.7	56.7	53.5	46.6
ABC TV	←MACGYVER (R)→				GROWING PAINS-SUN. (R)		HEAD OF THE CLASS-SUN. (R)(PAE)		WHO'S THE BOSS?-SUN. (R)		PERFECT STRANGERS-SUN. (R)		←SPACE: BEYOND THE SHUTTLE→					
AVERAGE AUDIENCE (Hhlds (000) & %)	7,960				10,120		10,030		12,480		10,400		5,790					
	8.8	7.5 *		10.1 *	11.2		11.1		13.8		11.5		6.4	6.8 *		5.9 *		
SHARE AUDIENCE %	15	13 *		17 *	18		17		21		18		11	11 *		10 *		
AVG. AUD. BY 1/4 HR %	6.8	8.3	9.7	10.4	10.3	12.2	11.0	11.2	12.8	14.8	11.8	11.2	7.1	6.6	6.0	5.8		
CBS TV	(1)	←60 MINUTES (7:17-8:17)(PAE)→				←MURDER, SHE WROTE (8:17-9:17)(R)(PAE)→				←CBS SUNDAY MOVIE ROCKABYE (9:17-11:17)(R)(PAE)→								(2)
AVERAGE AUDIENCE (Hhlds (000) & %)		15,190				14,280				15,910								2,710
		16.8		17.1 *		15.8		15.5 *		17.6		16.5 *		17.7 *		19.0 *		3.0
SHARE AUDIENCE %		29		29 *		24		24 *		29		25 *		28 *		33 *		7
AVG. AUD. BY 1/4 HR %	14.3	15.3	16.5	17.7	17.7	14.1	15.0	16.1	18.1	14.4	16.3	16.7	17.4	18.0	18.7	19.4	20.0	3.0
NBC TV			←SUMMER OLYMPICS-SUNDAY (7:30-12:00)															
AVERAGE AUDIENCE (Hhlds (000) & %)			16,000															
			17.7	12.2 *		13.4 *		15.9 *		18.1 *		20.7 *		22.7 *		20.9 *		19.4 *
SHARE AUDIENCE %			30	23 *		23 *		26 *		29 *		33 *		36 *		35 *		35 *
AVG. AUD. BY 1/4 HR %			12.1	12.3	12.9	13.9	15.8	16.1	17.6	18.6	20.4	21.0	23.2	22.1	21.1	20.7	20.8	17.9
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	10.0		10.1		12.2		12.1		9.8		9.8		9.8		7.9		5.4	
SHARE AUDIENCE %	18		17		20		19		15		15		16		14		11	
SUPERSTATIONS																		
AVERAGE AUDIENCE	1.8		1.7		1.9		2.3		2.1		2.3		2.3		2.1		1.7	
SHARE AUDIENCE %	3		3		3		4		3		4		4		4		3	
PBS																		
AVERAGE AUDIENCE	1.4		1.5		2.1		2.8		2.1		2.0		1.5		1.2		0.8	
SHARE AUDIENCE %	3		3		3		4		3		3		2		2		2	
CABLE ORIG.																		
AVERAGE AUDIENCE	5.7		5.9		5.2		5.3		5.6		6.1		5.4		5.1		3.2	
SHARE AUDIENCE %	10		10		8		8		9		9		9		9		6	
PAY SERVICES																		
AVERAGE AUDIENCE	3.4		4.4		4.3		5.1		5.4		4.3		3.8		3.4		3.3	
SHARE AUDIENCE %	6		8		7		8		8		7		6		6		7	

U.S. TV HOUSEHOLDS: 90,400,000

(1) CBS NFL FOOTBALL GAME 2,VARIOUS TEAMS AND TIMES,(PAE),CBS,(MULTI SEGMENT)
(2) CBS SUNDAY NEWS,(PAE),CBS,(11:17-11:32)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. SEP.18, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	39.6	33.1	28.0	24.2	20.5	18.8	16.7	15.1	13.6	12.2	10.9	10.0	8.9	8.2
ABC TV							(1)							
AVERAGE AUDIENCE (Hhlds (000) & %)							1,630 1.8							
SHARE AUDIENCE %							8							
AVG. AUD. BY 1/4 HR %							1.8							
CBS TV	(2)													
AVERAGE AUDIENCE (Hhlds (000) & %)														
SHARE AUDIENCE %														
AVG. AUD. BY 1/4 HR %	2.7													
NBC TV	SUMMER OLYMPICS-SUNDAY (7:30-12:00)				← SUMMER OLYMPICS-SUN-LATE →									
AVERAGE AUDIENCE (Hhlds (000) & %)		16.2 *			6,420 7.1	9.4 *		7.9 *		6.5 *		4.7 *		
SHARE AUDIENCE %		36 *			32	33 *		33 *		32 *		31 *		
AVG. AUD. BY 1/4 HR %	17.2	15.2			9.8	9.0	8.3	7.5	7.0	6.1	5.0	4.5		
INDEPENDENTS (INCL. SUPERSTATIONS)														
AVERAGE AUDIENCE	5.0		4.6		3.7		2.7		2.0		1.6		1.6	
SHARE AUDIENCE %	14		18		19		17		16		15		19	
SUPERSTATIONS														
AVERAGE AUDIENCE	1.5		1.4		1.1		0.9		0.7		0.6		0.7	
SHARE AUDIENCE %	4		5		6		6		5		6		8	
PBS														
AVERAGE AUDIENCE	1.0		0.7		0.5		0.4		0.2 ^		0.1 ^		0.1 ^	
SHARE AUDIENCE %	3		3		3		3		2 ^		1 ^		1 ^	
CABLE ORIG.														
AVERAGE AUDIENCE	3.2		2.6		2.3		1.7		1.6		1.2		1.3	
SHARE AUDIENCE %	9		10		12		11		12		12		15	
PAY SERVICES														
AVERAGE AUDIENCE	3.4		3.5		2.5		2.4		2.4		2.2		1.5	
SHARE AUDIENCE %	9		13		13		15		19		21		18	

U.S. TV HOUSEHOLDS: 90,400,000

(1) ABC WEEKEND REPORT-SUN.,ABC,(1:00-1:15)
(2) CBS SUNDAY NEWS,CBS,(11:17-11:32)

For explanation of symbols, See page B.

TIME		6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT		8.9	10.7	13.3	15.7	18.1	20.0	20.8	21.0	21.1	21.0	20.7	20.5	20.6	21.0	20.9	21.0	20.5	20.9
ABC TV		(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)	{		1,360		2,390			3,650				3,580							
			1.5		2.6			4.0				4.0							
SHARE AUDIENCE	%		14		17			19				19							
AVG. AUD. BY 1/4 HR	%		1.5		2.6			4.2	3.9			4.0	3.9						
CBS TV				CBS MORNING NEWS- 6:30AM		CBS THIS MORNING-A (SUS)		CBS THIS MORNING-1		CBS THIS MORNING-B (SUS)		CBS THIS MORNING-2						FAMILY FEUD	
AVERAGE AUDIENCE (Hhlds (000) & %)	{			980				2,240				2,130						2,530	
				1.1				2.5				2.4						2.8	
SHARE AUDIENCE	%			10				12				12						14	
AVG. AUD. BY 1/4 HR	%			1.0	1.2			2.5	2.4			2.4	2.4					2.7	2.9
NBC TV		NBC NEWS AT SUNRISE (PAE)				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) (PAE)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) (PAE)								SALE OF THE CENTURY (PAE)	
AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,950						4,180				4,000						2,660	
		2.2						4.6				4.4						2.9	
SHARE AUDIENCE	%	21						22				22						14	
AVG. AUD. BY 1/4 HR	%	1.9	2.5					4.5	4.7			4.5	4.3					2.8	3.1
INDEPENDENTS (INCL. SUPERSTATIONS)																			
AVERAGE AUDIENCE		1.6		2.9		5.0		6.3		5.4		5.1		4.2		4.3		4.4	
SHARE AUDIENCE %		16		20		26		30		26		25		20		20		21	
SUPERSTATIONS																			
AVERAGE AUDIENCE		0.8		1.3		1.9		2.0		1.6		1.7		1.4		1.5		1.4	
SHARE AUDIENCE %		8		9		10		10		7		8		7		7		7	
PBS																			
AVERAGE AUDIENCE		0.1 ^		0.2		0.4		0.7		1.0		1.2		1.4		1.4		1.2	
SHARE AUDIENCE %		1 ^		1		2		3		5		6		7		7		6	
CABLE ORIG.																			
AVERAGE AUDIENCE		1.7		2.3		2.5		2.6		2.7		2.6		2.8		2.7		2.7	
SHARE AUDIENCE %		18		16		13		12		13		13		14		13		13	
PAY SERVICES																			
AVERAGE AUDIENCE		0.9		0.9		1.0		0.9		0.9		1.1		1.1		1.0		1.0	
SHARE AUDIENCE %		9		6		5		4		4		5		5		5		5	

U.S. TV HOUSEHOLDS: 90,400,000
(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
(2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEP.12-16,1988

TIME		10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT		20.8	21.0	21.0	21.4	21.6	22.5	24.2	25.2	25.6	26.6	28.3	29.2	28.9	29.1	28.3	28.6	28.6	28.8
ABC TV				GROWING PAINS M-F		HOME		RYAN'S HOPE		LOVING		←ALL MY CHILDREN→				←ONE LIFE TO LIVE (PAE)→			
AVERAGE AUDIENCE (Hhlds (000) & %)				2,170		2,130		1,880		3,070		6,240				6,710			
				2.4		2.4		2.1		3.4		6.9	6.5 *		7.4 *	7.4	7.4 *		7.5 *
SHARE AUDIENCE	%			11		11		8		13		24	22 *		25 *	26	26 *		26 *
AVG. AUD. BY 1/4 HR	%			2.4	2.4	2.3	2.4	2.0	2.1	3.3	3.5	6.1	6.8	7.3	7.5	7.3	7.4	7.5	7.5
CBS TV		NEW CARD SHARKS		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (PAE)				←YOUNG AND THE RESTLESS→				BOLD AND THE BEAUTIFUL		←AS THE WORLD TURNS→			
AVERAGE AUDIENCE (Hhlds (000) & %)		2,480		4,100		5,230				6,890				4,740		5,660			
		2.7		4.5		5.8				7.6	7.5 *		7.8 *	5.2		6.3	6.2 *		6.3 *
SHARE AUDIENCE	%	13		21		26				29	29 *		29 *	18		22	22 *		22 *
AVG. AUD. BY 1/4 HR	%	2.7	2.8	4.3	4.8	5.5	6.0			7.3	7.7	7.8	7.8	5.3	5.2	6.2	6.3	6.4	6.3
NBC TV		CLASSIC CONCENTRATION		WHEEL OF FORTUNE (PAE)		WIN, LOSE OR DRAW		SUPER PASSWORD (PAE)		SCRABBLE		←DAYS OF OUR LIVES (PAE)→				←ANOTHER WORLD (PAE)→			
AVERAGE AUDIENCE (Hhlds (000) & %)		3,110		3,920		3,420		2,690		3,510		6,000				4,190			
		3.4		4.3		3.8		3.0		3.9		6.6	6.4 *		7.0 *	4.6	4.7 *		4.6 *
SHARE AUDIENCE	%	16		21		17		12		15		23	22 *		24 *	16	16 *		16 *
AVG. AUD. BY 1/4 HR	%	3.4	3.6	4.3	4.4	3.7	3.9	2.9	3.0	3.8	4.0	6.2	6.6	7.0	6.9	4.8	4.6	4.6	4.6

	10:30	11:00	11:30	12:00	12:30	1:00	1:30	2:00	2:30
INDEPENDENTS (INCL. SUPERSTATIONS)									
AVERAGE AUDIENCE	4.2	4.0	4.4	4.8	5.2	4.8	5.6	5.7	5.8
SHARE AUDIENCE %	20	19	20	19	20	17	19	20	20
SUPERSTATIONS									
AVERAGE AUDIENCE	1.4	1.4	1.6	1.8	1.9	1.4	1.6	1.7	1.7
SHARE AUDIENCE %	7	6	7	7	7	5	5	6	6
PBS									
AVERAGE AUDIENCE	1.0	0.7	0.7	0.7	0.8	0.9	0.8	0.6	0.6
SHARE AUDIENCE %	5	3	3	3	3	3	3	2	2
CABLE ORIG.									
AVERAGE AUDIENCE	2.5	2.8	2.8	2.9	2.9	3.0	3.1	3.5	3.6
SHARE AUDIENCE %	12	13	13	12	11	10	11	12	13
PAY SERVICES									
AVERAGE AUDIENCE	1.0	1.1	1.1	1.2	1.2	1.2	1.0	1.1	1.2
SHARE AUDIENCE %	5	5	5	5	5	4	4	4	4

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEP.12-16,1988

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	27.9	28.4	28.9	29.9	30.6	32.4	34.0	35.7	36.5	38.1	39.1	40.8	47.8	49.0	50.0	50.4
ABC TV	←GENERAL HOSPITAL (PAE)→				←(PAE)→										ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Hhlds (000) & %)	6,980 7.7	7.6 *		7.9 *											9,290 10.3	
SHARE AUDIENCE %	27	27 *		27 *											21	
AVG. AUD. BY 1/4 HR %	7.6	7.7	7.8	7.9											10.2	10.4
CBS TV	←GUIDING LIGHT (PAE)→														CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Hhlds (000) & %)	4,630 5.1	5.1 *		5.2 *											9,750 10.8	
SHARE AUDIENCE %	18	18 *		17 *											22	
AVG. AUD. BY 1/4 HR %	5.2	5.1	5.1	5.2											10.9	10.7
NBC TV	←SANTA BARBARA (PAE)→														NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Hhlds (000) & %)	4,010 4.4	4.4 *		4.5 *											9,090 10.1	
SHARE AUDIENCE %	15	16 *		15 *											20	
AVG. AUD. BY 1/4 HR %	4.4	4.4	4.5	4.5											10.1	10.0
INDEPENDENTS (INCL. SUPERSTATIONS)																
AVERAGE AUDIENCE	6.2		7.1		8.3		9.2		9.8		10.1		11.6		12.5	
SHARE AUDIENCE %	22		24		26		26		26		25		24		25	
SUPERSTATIONS																
AVERAGE AUDIENCE	1.8		1.9		2.3		2.5		2.4		2.3		2.5		2.6	
SHARE AUDIENCE %	6		7		7		7		6		6		5		5	
PBS																
AVERAGE AUDIENCE	0.7		0.7		0.9		0.9		1.0		0.9		1.0		1.2	
SHARE AUDIENCE %	2		2		3		3		3		2		2		2	
CABLE ORIG.																
AVERAGE AUDIENCE	3.9		4.0		4.4		4.8		5.1		5.6		5.4		5.5	
SHARE AUDIENCE %	14		14		14		14		14		14		11		11	
PAY SERVICES																
AVERAGE AUDIENCE	1.3		1.3		1.3		1.5		1.5		1.6		2.1		2.2	
SHARE AUDIENCE %	5		4		4		4		4		4		4		4	

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEP. 17, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	7.3	8.9	10.2	12.5	14.9	16.9	19.6	22.2	24.4	25.8	26.6	28.2	29.5	30.4	30.2	30.6	30.3	30.7
ABC TV					BEANY AND CECIL		WINNIE THE POOH I		WINNIE THE POOH II		SLIMER! & REAL GHOSTS. I(B)		SLIMER! & REAL GHOSTS. II(B)		PUP NAMED SCOOBY DOO		BUGS BUNNY/TWEETY SHOW I(B)	
AVERAGE AUDIENCE (Hhlds (000) & %)					1,900 2.1		3,440 3.8		5,150 5.7		4,610 5.1		5,240 5.8		5,060 5.6		3,530 3.9	
SHARE AUDIENCE %					13		18		23		17		18		19		12	
AVG. AUD. BY 1/4 HR %					1.9	2.3	3.4	4.2	5.5	5.9	4.9	5.3	5.7	5.8	5.6	5.6	3.9	4.0
CBS TV					ADV. RAGGEDY ANN & ANDY		SUPERMAN		MUPPET BABIES I		MUPPET BABIES II		PEE WEE'S PLAYHOUSE		GARFIELD AND FRIENDS		HEY, VERN, IT'S ERNEST (PAE)	
AVERAGE AUDIENCE (Hhlds (000) & %)					2,620 2.9		3,620 4.0		4,160 4.6		4,970 5.5		6,150 6.8		6,780 7.5		4,790 5.3	
SHARE AUDIENCE %					18		19		18		20		23		25		17	
AVG. AUD. BY 1/4 HR %					2.7	3.2	3.8	4.3	4.4	4.7	5.3	5.7	6.6	7.0	7.5	7.5	5.6	5.0
NBC TV					KISSYFUR (PAE)		GUMMI BEARS		SMURFS I		SMURFS II (PAE)		ALF-SAT MORN I		ALF-SAT MORN II (PAE)		ALVIN AND THE CHIPMUNKS	
AVERAGE AUDIENCE (Hhlds (000) & %)					2,260 2.5		3,160 3.5		3,890 4.3		4,700 5.2		4,610 5.1		4,520 5.0		5,420 6.0	
SHARE AUDIENCE %					16		18		19		21		19		18		21	
AVG. AUD. BY 1/4 HR %					2.2	2.8	3.2	3.7	4.1	4.4	5.2	5.3	5.2	5.0	5.0	5.1	5.8	6.1
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	1.9		2.5		3.3		3.5		4.1		4.6		4.9		5.1		6.1	
SHARE AUDIENCE %	23		22		21		17		16		17		16		17		20	
SUPERSTATIONS																		
AVERAGE AUDIENCE	0.6		0.8		1.2		1.3		1.4		1.4		1.3		1.2		1.7	
SHARE AUDIENCE %	7		7		8		6		6		5		4		4		6	
PBS																		
AVERAGE AUDIENCE	0.1 ^		0.2 ^		0.4		0.8		0.9		1.2		1.3		1.1		1.2	
SHARE AUDIENCE %	1 ^		2 ^		3		4		4		4		4		4		4	
CABLE ORIG.																		
AVERAGE AUDIENCE	2.1		2.8		3.7		4.3		4.9		4.6		5.2		5.0		5.3	
SHARE AUDIENCE %	26		25		23		21		20		17		17		16		17	
PAY SERVICES																		
AVERAGE AUDIENCE	1.0		1.1		1.1		1.2		1.4		1.7		1.7		1.9		2.2	
SHARE AUDIENCE %	12		10		7		6		6		6		6		6		7	

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEP. 17, 1988

TIME		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT		30.7	30.6	30.9	31.5	32.1	32.6	32.0	33.2	33.5	33.7	33.6	33.9	34.1	34.7	34.8	35.0	35.7	37.0
ABC TV		BUGS BUNNY/TWEETY SHOW (I,B)		←ABC COLLEGE FTBALL GAME NOTRE DAME VS MICHIGAN STATE												→	(1)	(2)	
AVERAGE AUDIENCE		5,060		4,070													3,980	6,600	
(Hhlds (000) & %)		5.6		4.5	3.8 *		4.5 *		4.8 *		4.5 *		4.5 *		4.8 *		4.4	7.3	5.3 *
SHARE AUDIENCE	%	17		14	12 *		14 *		15 *		13 *		13 *		14 *		13	18	15 *
AVG. AUD. BY 1/4 HR	%	5.3	5.8	3.7	4.0	4.4	4.7	4.7	4.8	4.8	4.1	4.5	4.6	4.7	4.8	4.7	4.4	5.0	5.5
CBS TV		FLIP		MIGHTY MOUSE		(3)								←CBS COLLEGE FOOTBALL GAME FLORIDA STATE VS CLEMSON (2:38-6:16)(PAE)					
AVERAGE AUDIENCE		3,250		3,340		2,620								3,800					
(Hhlds (000) & %)		3.6		3.7		2.9								4.2	3.4 *		4.0 *		4.3 *
SHARE AUDIENCE	%	12		12		9								11	10 *		11 *		12 *
AVG. AUD. BY 1/4 HR	%	3.8	3.4	3.5	3.9	2.7	3.1							3.3	3.4	3.9	4.0	4.3	4.2
NBC TV		MISADVENTURES -ED GRIMLEY (PAE)		2 HIP FOR TV I		2 HIP FOR TV II		←NBC MAJOR LEAGUE BASEBALL NEW YORK YANKEES VS BOSTON (1:00-4:13)(PAE)											
AVERAGE AUDIENCE		3,340		1,810		1,450		4,430											
(Hhlds (000) & %)		3.7		2.0		1.6		4.9	3.1 *		4.0 *		4.7 *		4.8 *		5.4 *		6.3 *
SHARE AUDIENCE	%	13		7		5		14	10 *		12 *		14 *		14 *		15 *		17 *
AVG. AUD. BY 1/4 HR	%	3.7	3.6	2.2	1.9	1.7	1.5	2.8	3.4	3.8	4.2	4.7	4.7	4.7	4.9	5.1	5.7	6.2	6.4
INDEPENDENTS (INCL. SUPERSTATIONS)																			
AVERAGE AUDIENCE		7.1		8.3		9.1		9.0		9.6		9.3		9.7		9.1		9.3	
SHARE AUDIENCE %		23		27		28		28		29		28		28		26		26	
SUPERSTATIONS																			
AVERAGE AUDIENCE		1.9		2.4		2.2		2.3		2.5		2.2		2.2		1.9		1.9	
SHARE AUDIENCE %		6		8		7		7		7		7		6		5		5	
PBS																			
AVERAGE AUDIENCE		1.3		1.6		1.7		2.0		2.1		2.2		1.9		2.0		2.0	
SHARE AUDIENCE %		4		5		5		6		6		7		6		6		6	
CABLE ORIG.																			
AVERAGE AUDIENCE		5.2		5.4		5.1		5.8		5.3		5.1		6.2		6.2		6.6	
SHARE AUDIENCE %		17		17		16		18		16		15		18		18		18	
PAY SERVICES																			
AVERAGE AUDIENCE		2.7		3.2		3.0		3.1		3.3		3.5		3.0		3.3		3.4	
SHARE AUDIENCE %		9		10		9		10		10		10		9		9		9	

U.S. TV HOUSEHOLDS: 90,400,000

(1) ABC COLLEGE FTBL-MID POST,ABC,(3:15-3:30)
(2) ABC COLLEGE FTBALL GAME 2,MIAMI VS UNIVERSITY OF MICHIGAN,ABC,(3:30-7:26)
(3) CBS STORYBREAK,J'S GHOST & LEFTOVER BASEBALL TEAM,CBS,(12:30-1:00)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEP. 17, 1988

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	38.0	38.5	39.4	39.4	39.6	40.4	40.8	41.4	43.1	43.9	44.2	45.5
ABC TV	ABC COLLEGE FTBALL GAME 2 MIAMI VS UNIVERSITY OF MICHIGAN (3:30-7:26)											
AVERAGE AUDIENCE (Hhlds (000) & %)		6.8 *		7.4 *		7.5 *		6.6 *		7.5 *		8.7 *
SHARE AUDIENCE %		18 *		19 *		19 *		16 *		17 *		19 *
AVG. AUD. BY 1/4 HR %	6.5	7.1	7.5	7.3	7.7	7.3	6.3	6.9	7.1	8.0	8.7	8.8
CBS TV	CBS COLLEGE FOOTBALL GAME FLORIDA STATE VS CLEMSON (2:38-6:16)(PAE)										CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Hhlds (000) & %)		3.7 *		3.8 *		4.3 *		4.8 *		6.4 *	7,410 8.2	
SHARE AUDIENCE %		10 *		10 *		11 *		12 *		15 *	17	
AVG. AUD. BY 1/4 HR %	3.9	3.5	3.6	4.0	4.3	4.3	4.7	4.9	6.4	5.3	8.1	8.2
NBC TV	SUMMER OLYMPICS-SAT-PM (4:13-7:00)(PAE)											
AVERAGE AUDIENCE (Hhlds (000) & %)	7,770 8.6	7.1 *		7.6 *		7.0 *		9.0 *		11.0 *		9.6 *
SHARE AUDIENCE %	21	18 *		19 *		18 *		22 *		25 *		21 *
AVG. AUD. BY 1/4 HR %	6.4	7.2	8.0	7.1	6.8	7.2	8.7	9.2	10.8	11.1	9.5	9.7
INDEPENDENTS (INCL. SUPERSTATIONS)												
AVERAGE AUDIENCE	9.9		10.9		10.9		10.8		10.0		10.2	
SHARE AUDIENCE %	26		28		27		26		23		23	
SUPERSTATIONS												
AVERAGE AUDIENCE	2.5		3.3		2.9		2.5		2.2		2.3	
SHARE AUDIENCE %	7		8		7		6		5		5	
PBS												
AVERAGE AUDIENCE	1.9		2.1		2.2		2.0		1.7		1.7	
SHARE AUDIENCE %	5		5		6		5		4		4	
CABLE ORIG.												
AVERAGE AUDIENCE	7.3		6.7		6.8		7.3		6.7		6.5	
SHARE AUDIENCE %	19		17		17		18		15		14	
PAY SERVICES												
AVERAGE AUDIENCE	3.4		3.1		3.1		2.9		2.8		3.0	
SHARE AUDIENCE %	9		8		8		7		6		7	

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEP. 18, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.6	7.2	8.0	9.4	11.9	14.4	16.7	18.8	21.0	23.2	25.0	26.6	27.4	28.6	29.1	30.2	31.0	31.6
ABC TV															HEALTH SHOW		BUSINESS WORLD	
AVERAGE AUDIENCE (Hhlds (000) & %)															810 0.9		990 1.1	
SHARE AUDIENCE %															3		3	
AVG. AUD. BY 1/4 HR %															0.8	1.0	1.2	1.1
CBS TV									←SUNDAY MORNING→						FACE THE NATION		FOR OUR TIMES (SUS)	
AVERAGE AUDIENCE (Hhlds (000) & %)									3,250 3.6	2.6 *		3.9 *		4.2 *	1,810 2.0			
SHARE AUDIENCE %									14	11 *		15 *		15 *	6			
AVG. AUD. BY 1/4 HR %									2.1	3.2	3.8	4.1	4.3	4.1	2.1	1.9		
NBC TV					←SUMMER OLYMPICS-SUN-AM (8:00-12:00)													
AVERAGE AUDIENCE (Hhlds (000) & %)					4,610 5.1	1.9 *		2.8 *		4.0 *		4.8 *		6.0 *		6.4 *		7.2 *
SHARE AUDIENCE %					22	15 *		17 *		20 *		21 *		24 *		23 *		25 *
AVG. AUD. BY 1/4 HR %					1.7	2.1	2.4	3.2	3.8	4.2	4.7	4.9	5.8	6.1	6.4	6.4	6.8	7.6
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	1.7		2.5		3.7		5.1		6.1		6.7		7.1		8.0		8.2	
SHARE AUDIENCE %	25		29		28		29		28		26		25		27		26	
SUPERSTATIONS AVERAGE AUDIENCE	0.6		1.0		1.3		2.1		2.5		2.5		2.0		2.1		2.6	
SHARE AUDIENCE %	9		11		10		12		11		10		7		7		8	
PBS AVERAGE AUDIENCE	0.1 ^		0.4		0.8		1.3		1.4		1.5		1.5		1.4		1.7	
SHARE AUDIENCE %	1 ^		5		6		7		6		6		5		5		5	
CABLE ORIG. AVERAGE AUDIENCE	1.3		1.9		3.0		4.0		4.7		4.8		5.3		5.7		5.8	
SHARE AUDIENCE %	19		22		23		22		21		19		19		19		19	
PAY SERVICES AVERAGE AUDIENCE	1.1		1.1		1.4		1.8		2.2		2.7		2.9		3.3		3.4	
SHARE AUDIENCE %	16		13		11		10		10		10		10		11		11	

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEP. 18, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	32.2	32.6	33.0	33.8	34.6	35.7	36.6	38.5	39.6	40.5	40.6	41.6	41.9	42.5	42.6	43.1	43.6	44.1
ABC TV	←THIS WEEK-DAVID BRINKLEY→																	
AVERAGE AUDIENCE (Hhlds (000) & %)	3,160 3.5	3.3 *		3.7 *														
SHARE AUDIENCE %	10	10 *		11 *														
AVG. AUD. BY 1/4 HR %	3.0	3.5	3.7	3.8														
CBS TV					CBS NFL TODAY		←CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (MULTI SEGMENT)(PAE)→											
AVERAGE AUDIENCE (Hhlds (000) & %)					5,420 6.0		14,010 15.5	12.2 *		15.0 *		16.1 *		16.2 *		16.5 *		17.1 *
SHARE AUDIENCE %					18		37	33 *		37 *		39 *		38 *		39 *		39 *
AVG. AUD. BY 1/4 HR %					5.5	6.5	11.0	13.2	14.4	15.4	16.1	16.0	15.6	17.1	16.5	16.5	16.9	17.3
NBC TV	SUMMER OLYMPICS-SUN-AM (8:00-12:00)		MEET THE PRESS(B)		NFL LIVE		←NFL SINGLE VARIOUS TEAMS AND TIMES (MULTI SEGMENT)(PAE)→											
AVERAGE AUDIENCE (Hhlds (000) & %)		7.9 *	2,800 3.1		4,880 5.4		9,580 10.6	9.6 *		10.3 *		10.6 *		10.5 *		11.0 *		11.6 *
SHARE AUDIENCE %		26 *	10		16		25	26 *		26 *		26 *		25 *		26 *		26 *
AVG. AUD. BY 1/4 HR %	7.7	8.1	3.5	2.8	4.9	5.9	8.8	10.2	10.4	10.3	10.5	10.7	10.8	10.1	10.8	11.2	11.7	11.6
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	8.8		10.1		10.5		8.6		8.8		8.7		9.6		9.5		9.4	
SHARE AUDIENCE %	27		30		30		23		22		21		23		22		21	
SUPERSTATIONS																		
AVERAGE AUDIENCE	2.8		3.0		3.2		2.1		2.1		1.8		2.1		2.1		2.0	
SHARE AUDIENCE %	9		9		9		6		5		4		5		5		5	
PBS																		
AVERAGE AUDIENCE	1.3		1.4		1.2		1.0		1.2		1.2		1.0		1.0		1.0	
SHARE AUDIENCE %	4		4		3		3		3		3		2		2		2	
CABLE ORIG.																		
AVERAGE AUDIENCE	6.2		7.4		7.3		6.2		6.1		6.2		6.5		6.6		6.7	
SHARE AUDIENCE %	19		22		21		17		15		15		15		15		15	
PAY SERVICES																		
AVERAGE AUDIENCE	2.9		2.5		2.3		2.5		2.5		2.4		2.2		1.9		2.0	
SHARE AUDIENCE %	9		7		7		7		6		6		5		4		5	

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	44.5	43.5	43.3	43.7	43.0	43.6	44.1	45.1	47.1	48.3	49.1	50.6
ABC TV											ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Hhlds (000) & %)											6,420 7.1	
SHARE AUDIENCE %											14	
AVG. AUD. BY 1/4 HR %											6.8	7.3
CBS TV	←CBS NFL FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES (MULTI SEGMENT)(PAE)→											
AVERAGE AUDIENCE (Hhlds (000) & %)	9,850 10.9	9.7 *		10.3 *		10.8 *		10.3 *		10.9 *		11.8 *
SHARE AUDIENCE %	24	22 *		24 *		25 *		23 *		23 *		24 *
AVG. AUD. BY 1/4 HR %	9.3	9.9	10.2	10.5	10.8	10.8	10.4	10.4	10.5	11.4	11.4	12.2
NBC TV	←SUMMER OLYMPICS-SUN-PM (MULTI SEGMENT)(PAE)→											
AVERAGE AUDIENCE (Hhlds (000) & %)	7,860 8.7	7.6 *		7.6 *		7.8 *		8.6 *		9.5 *		10.0 *
SHARE AUDIENCE %	19	17 *		17 *		18 *		19 *		20 *		20 *
AVG. AUD. BY 1/4 HR %	8.1	7.6	7.5	7.7	7.7	8.0	8.1	9.3	9.3	9.7	9.9	5.0
INDEPENDENTS (INCL. SUPERSTATIONS)												
AVERAGE AUDIENCE	9.4		9.1		8.3		9.1		8.5		9.0	
SHARE AUDIENCE %	21		21		19		20		18		18	
SUPERSTATIONS												
AVERAGE AUDIENCE	1.7		1.5		1.6		2.1		1.9		2.1	
SHARE AUDIENCE %	4		3		4		5		4		4	
PBS												
AVERAGE AUDIENCE	1.3		1.4		1.2		1.1		1.0		1.0	
SHARE AUDIENCE %	3		3		3		2		2		2	
CABLE ORIG.												
AVERAGE AUDIENCE	7.0		6.8		6.1		5.5		5.3		5.6	
SHARE AUDIENCE %	16		16		14		12		11		11	
PAY SERVICES												
AVERAGE AUDIENCE	2.5		2.9		3.0		3.5		3.3		2.7	
SHARE AUDIENCE %	6		7		7		8		7		5	

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.